LIFE



In this issue:

The Life of Christ

Ten pages of paintings by Fra Angelico

DECEMBER 23, 1946 15 CENTS

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GET A FROZEN FOOD CHEST!

Here's eating at its luxurious best! Just imagine a big, deep frozen food chest that freezes meat, fish, game and stores over 40 lbs. of frozen foods . . . a turkey, roasts, juicy steaks, out-of-season fruits and vegetables, ice-cream and 64 ice-cubes! Then imagine the convenience of dipping into this frozen food chest. It's combined in one with the famous Kelvinator Moist-Master Refrigerator . . . *both* in the same beautiful cabinet!

GET A MOIST-MASTER REFRIGERATOR!

Salads with the dew on them! That's only one of the miracles of modern refrigeration Kelvinator gives you in the Moist-Master! A special compartment . . . enclosed with gleaming glass and chilled by a special set of cooling coils concealed within the refrigerator walls . . . maintains a still, super-moist cold that actually dew-freshens garden vegetables, guards vitamins and keeps cake, sandwiches, uncovered left-overs moist and fresh for days.



GET BOTH COMBINED IN KELVINATOR!

Now combined in one Kelvinator you get a real frozen food chest and the Moist-Master Refrigerator with all its exclusive features . . . a special glass-enclosed super-moist cold compartment; a roomy zone of balanced cold for such foods as milk, butter, eggs, citrus fruits; a big, dry storage bin for root vegetables; the work-saving Cold-Ban door trim, *and* Kelvinator's exclusive Polarsphere power-unit . . . quiet, economical, trouble-free because it's sealed in steel and permanently lubricated.

It's your next refrigerator and you can see it today at your Kelvinator dealer's. And see his other beautiful new Kelvinators. There's one to fit every budget!

KELVINATOR DIVISION, NASH-KELVINATOR CORPORATION, DETROIT

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Get Kelvinator



You'll want a new Kelvinator "Automatic Cook" Electric Range, too! Self-starting . . . it cooks whole dinners by itself. Your Kelvinator dealer has it now!

Wait for this ultra-new Kelvinator Home Freezer, coming soon to your Kelvinator dealer's!

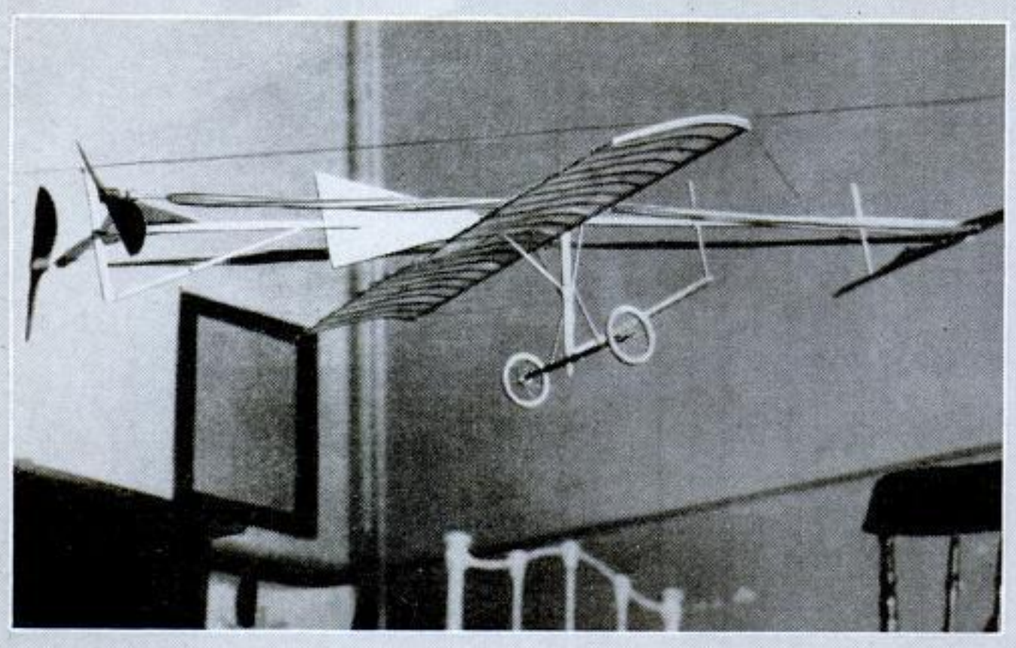


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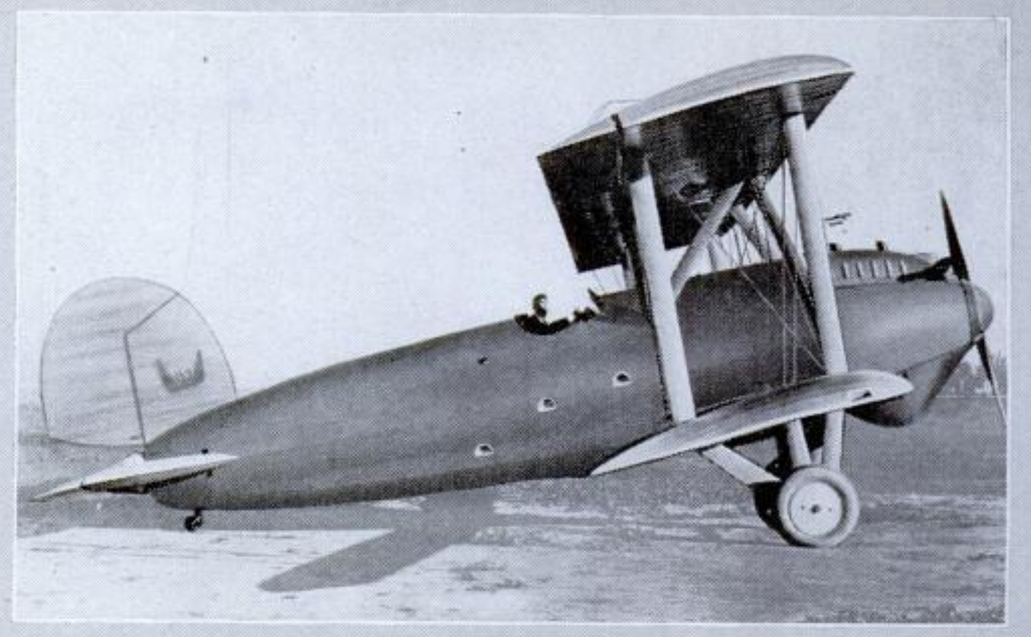
Give a PHILCO *for Christmas!*

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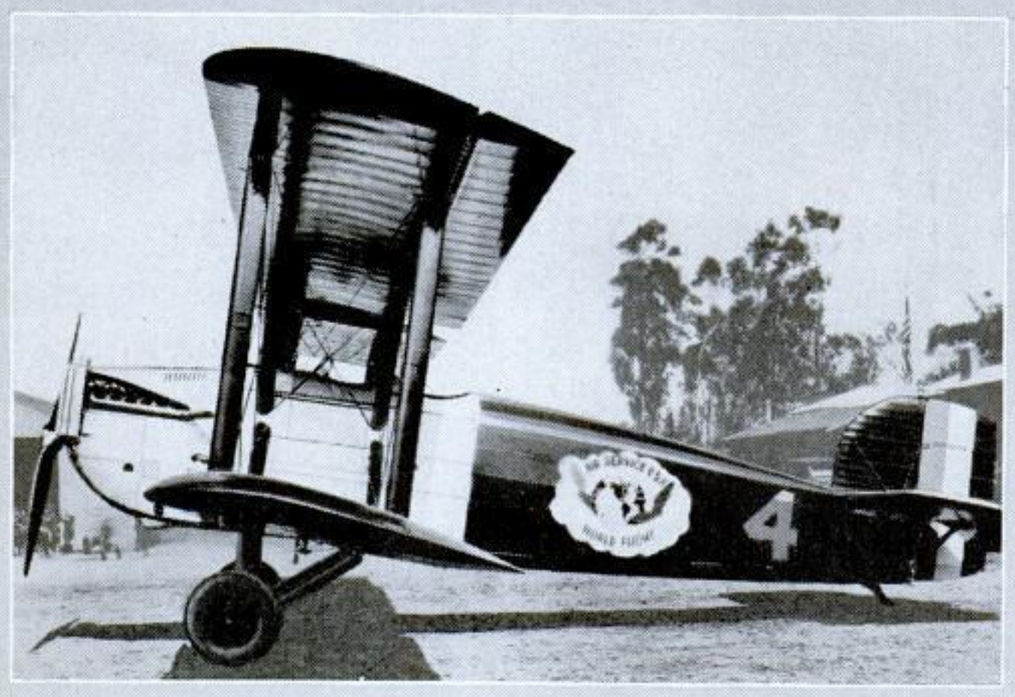
FIRST DOUGLAS MODEL It is 1909. Only a few months ago Donald Douglas saw the Wright Brothers fly the world's first plane. Now — a plebe at Annapolis — he builds his first plane model.

DOUGLAS "CLOUDSTER" Now it's 1920 — a thrilling year for young Douglas. His first plane is airborne — the "Cloudster." First aircraft in history capable of carrying a load equal to its own weight.



Out of experience unique in aviation...

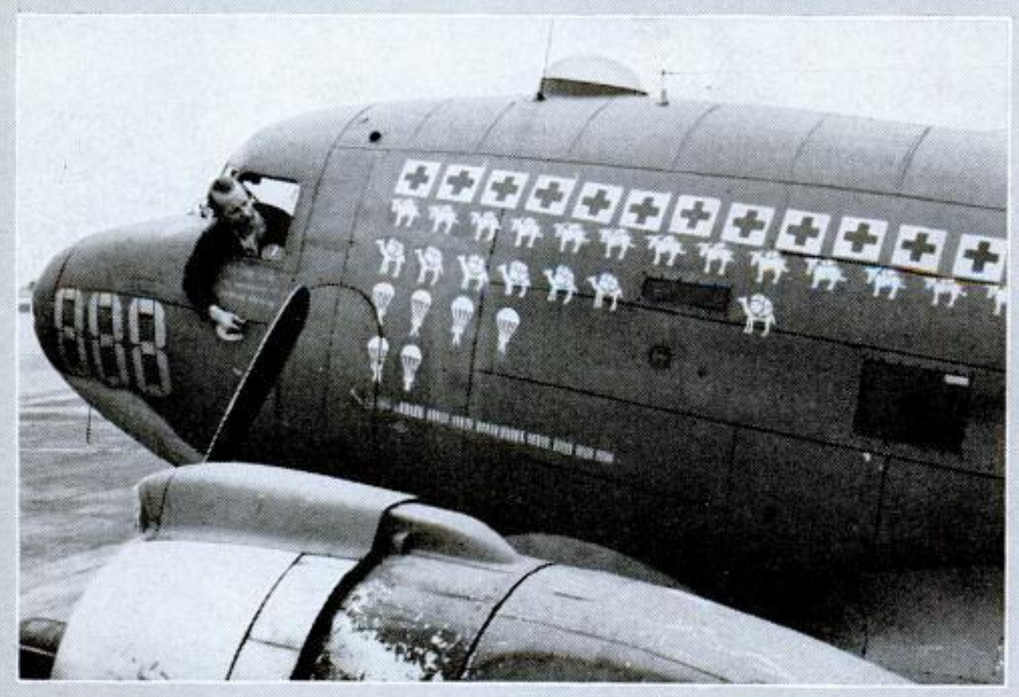
DOUGLAS builds new



DOUGLAS "WORLD CRUISER" Move on to 1924. Thousands roar as Army flyers set their Douglas planes down on an acre of roses at Santa Monica. It's the end of the first air trip around the world.

DOUGLAS M-2 April 1926. Christened with Great Salt Lake water, a Douglas M-2 takes off from Salt Lake for Los Angeles — the first run for a scheduled airline that is still in service.

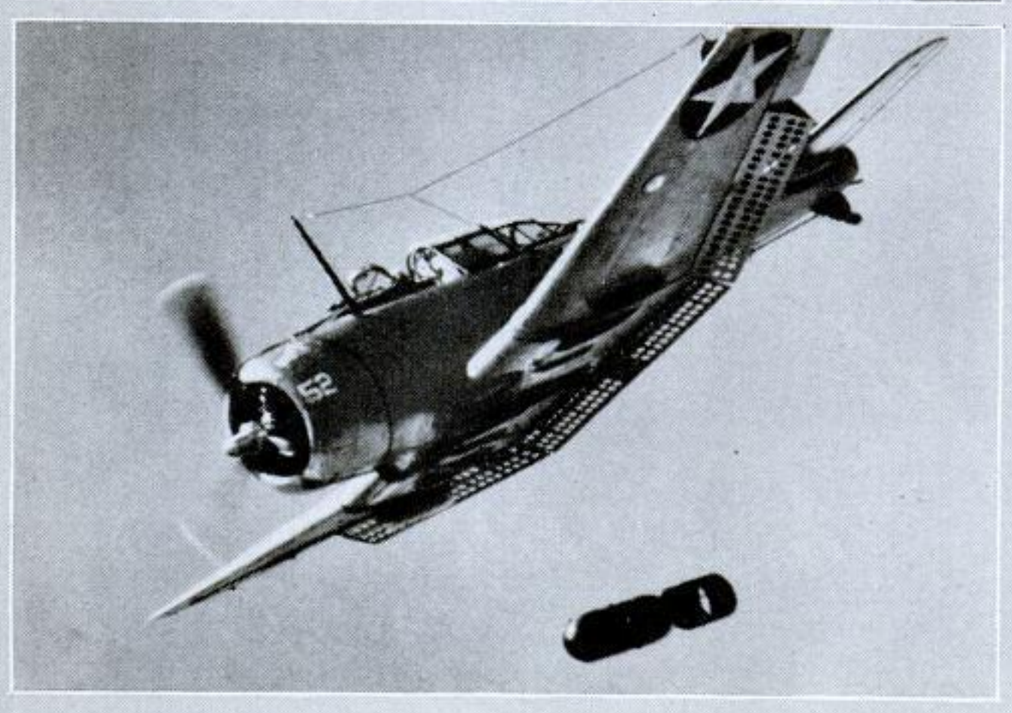




DOUGLAS C-47 "SKY TRAIN" War found Douglas ready. The C-47 was the backbone of the Air Transport Command. It went into service at once. By V-J Day 10,123 C-47s were built for the armed forces.

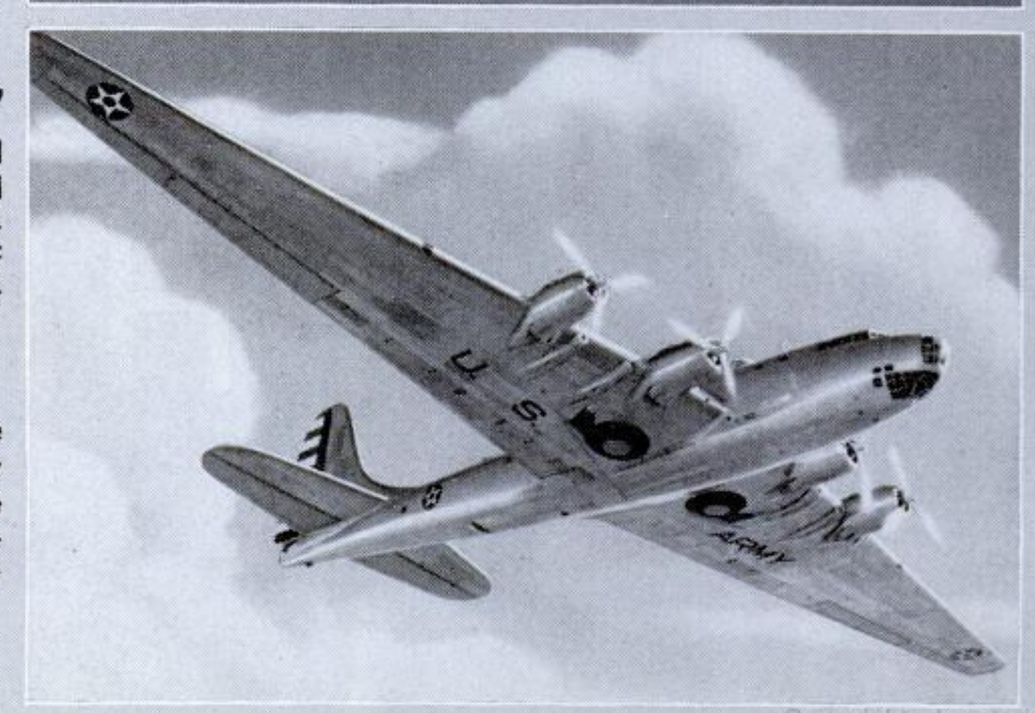
DOUGLAS A-20 "HAVOC" Also known as the DB-7 and the "Boston," this Douglas-built plane became the most versatile fighting plane in the world. Thousands of them aided our wartime allies.



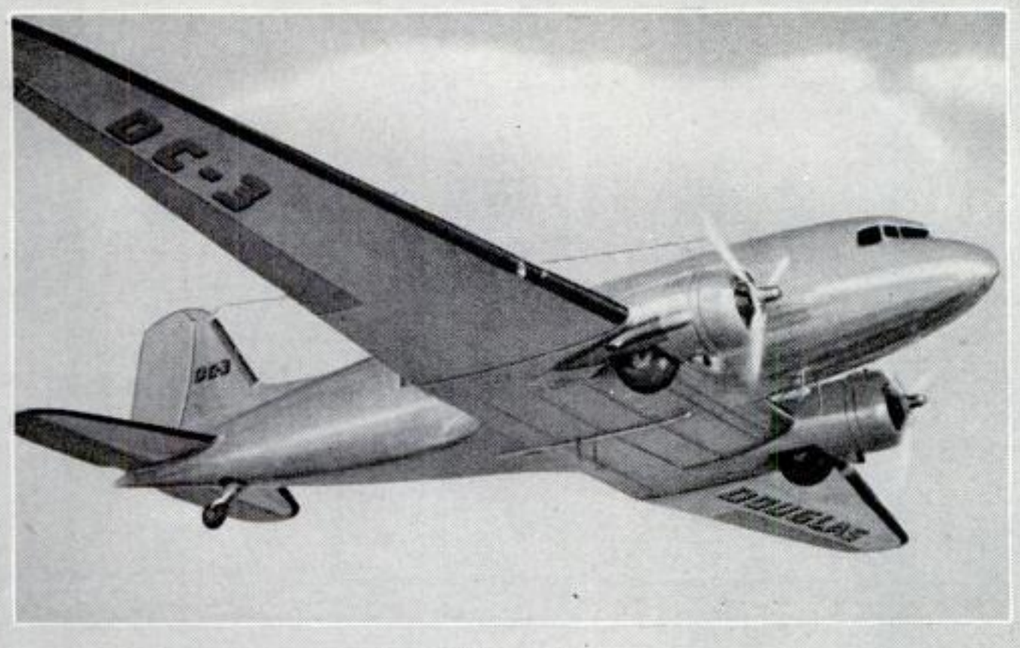


DOUGLAS SBD "DAUNTLESS" Famed Navy dive-bomber and torpedo bomber that turned the tide at the battles of Midway and Coral Sea. 5,559 of these dependable aircraft were built by Douglas.

DOUGLAS B-19 In 1941 — the largest plane yet flown by man. This monster, built in the Douglas pattern, paved the way for the super aircraft that won the war.



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DOUGLAS DC-3 Introduced in 1934, this airliner revolutionized commercial flying. It has flown more passengers all over the world than any plane ever built. Later models still serve on major airlines.

DOUGLAS DC-4 This modern 4-engine transport was designed for the airlines. It was taken over by the Army as the C-54, by the Navy as the R5D. Proved by over a billion passenger flight miles. Now in service on 14 U.S. airlines.



wings for a new world!

Today's super airliners—like the giant new Douglas DC-6—are a boy's dream come true.

For at seventeen young Donald Douglas saw the Wright Brothers fly the world's first plane. Since that day the designing and building of aircraft has been his life—aircraft that have set new patterns for all the world.

As far back as 1934 Douglas inaugurated modern air travel with the famed Douglas DC-3. For the first time the airlines of the world were able to offer fast comfortable flights that came through *on schedule!*

And when war broke out, the big, 4-engine DC-4 was flying—ready to transport millions of men over all the oceans. Also airborne was the SBD Dauntless—the staunch Douglas-designed Navy dive-bomber that won so many crucial battles. These and other models made up the vast Douglas armada—one-sixth of all America's wartime production of fighting aircraft.

Today Douglas works on planes for peace. All its great resources—in design, in technical knowledge and in special skills—are helping to create super planes. You may count on Douglas—now as in the past—for swift, comfortable, *dependable* air transportation.

DOUGLAS AIRCRAFT COMPANY, INC., SANTA MONICA, CALIFORNIA

DOUGLAS DC-6 Finest of all high-altitude **airliners. Only passenger** plane with the new ALTIMATIC CABIN—**radiant heating and cooling** on the ground or in flight . . . *automatic* altitude conditioning **from sea** level up to 30,000 feet . . . sound conditioning for superb **quiet. Luxuri**ous lounges for **both** men and women. Flies on any two **of its four** 2100 h.p. engines. The last word in fast, comfortable air travel.

More people fly more places by Douglas

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Write your own telegram if you wish, or ask at any Western Union office for the helpful leaflet of suggested greetings for Christmas and New Year telegrams. Your holiday message will be delivered on colorful, attractive Yuletide telegraph blanks.

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Send Christmas and New Year greetings to your friends and relatives abroad. This and other classes of international service are available at recently reduced overseas rates. "Fixed text" messages to and from members of U. S. armed forces anywhere in the world can be sent at the special rate of 60 cents. Telephone or visit any Western Union office.

"Isn't there someone who would like to hear from you today?"



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X is for Xmas



and everything Xcellent

IF YOU HAVE A FREEZER LOCKER — use **PLIOFILM** lined cartons or **PLIOFILM** sheets and bags to insure perfect quality. Now available at lockers.

This will be a wonderful Christmas. Many holiday treats are going to taste richer, fresher, more luscious than ever before for a very special reason.

That's because they'll be flavor-guarded by a wrap of sparkling **PLIOFILM** — the moisture-proof, liquid-tight packaging that seals in *all* natural goodness. **PLIOFILM** brings you oranges and tangerines bursting with right-off-the-tree juiciness. Keeps fruit cake yummy; protects Dad's cigars from drying out.

It locks out unwanted moisture just as effectively — protects crisp cookies and tasty nuts from sogginess.

And when it comes to Christmas dinner you'll have a host of out-of-season delicacies to choose from, quick-frozen in **PLIOFILM**. Summer fruits and vegetables with all their vitamin-richness and flavor kept intact by **PLIOFILM'S** resistance to freezer dehydration.

Today more and more fruits, vegetables, meats, candies and other fine foods — *fresh and frozen* — are being sealed in **PLIOFILM** as Goodyear's postwar production rapidly increases. Look for it on everything you buy — to enjoy the best things in life.

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"Men are still a great big puzzle to me!"

SIGHED ELSIE, THE BORDEN COW



"What in thunderation is so puzzling?" hedged Elmer, the bull, guiltily. "Just ask the old master anything you want to know, woman. I have *all* the answers."

"I don't doubt it," said Elsie. "What puzzles me is how anyone, *even you,* would want to eat a meal of cake alone. It's baffling, that's what it is!"



"It is *NOT!*" contradicted Elmer. "It's the doggondest best cake you ever baked. This frosting's sure on the beam. I'll bet you make it with *Borden's Eagle Brand Condensed Milk!* It's so velvety-smooth."

"Don't try that blarney on me," laughed Elsie. "Everybody knows Eagle Brand frostings *are* gloriously smooth and creamy. *BUT* cake alone doesn't make a balanced meal."

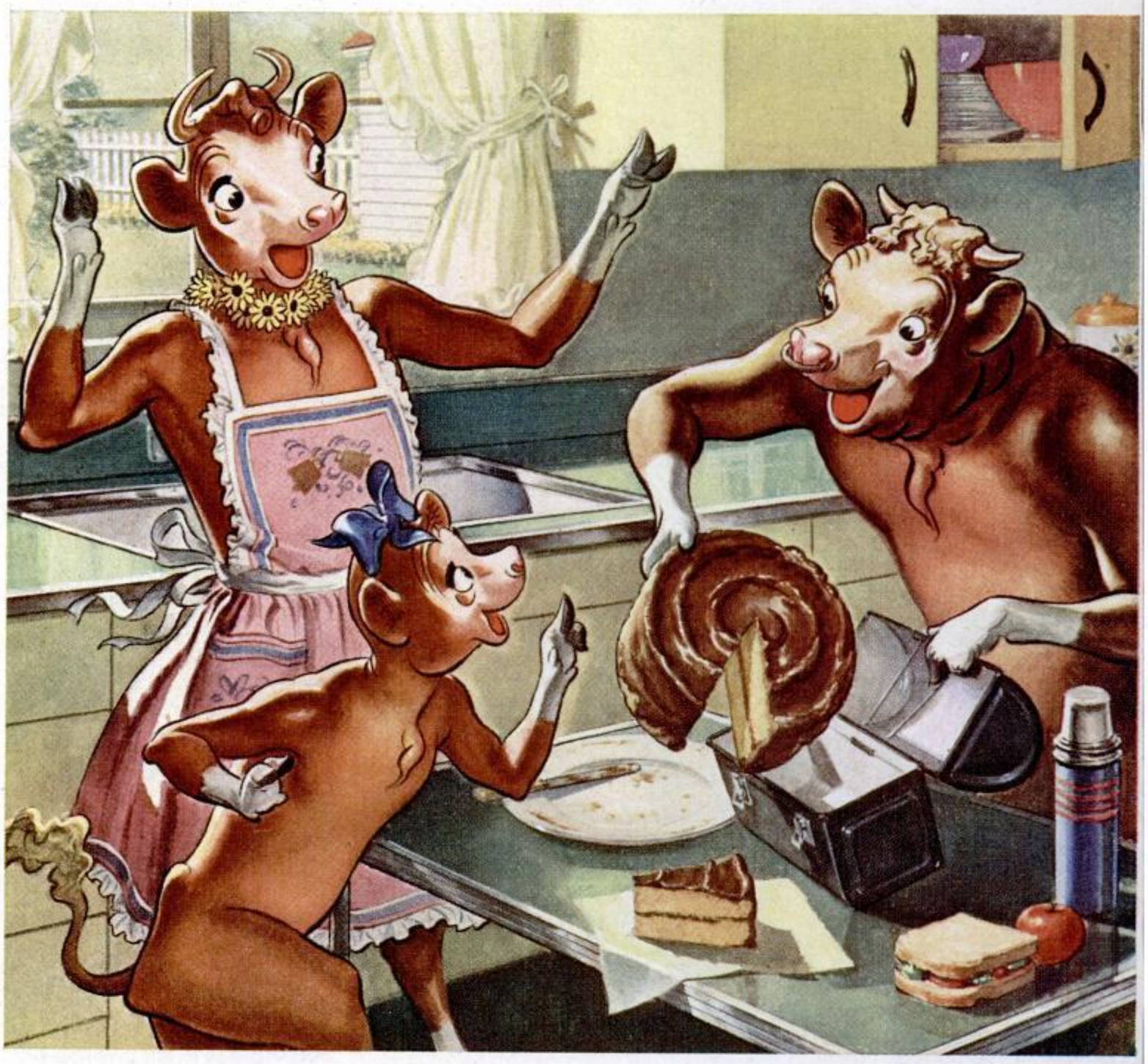




"I don't *want* to balance my meals," complained Elmer. "I want to *eat* 'em!"

"Naturally, darling," smiled Elsie. "Who *wouldn't* want to eat all those grand desserts Eagle Brand makes —and without a grain of extra sugar! But you can't keep strong and healthy if you don't eat a variety of foods. For instance, foods like Borden's—"

"I knew it!" roared Elmer. "You'd ruin my fun just to get buzzing on Borden's!"



"Not at all, dear," answered Elsie. "I mention Borden's only because they bring folks so *many* wonderful foods. Milk, for example. Children should have a quart of the precious stuff every day, and grownups a pint. And *Borden's Homogenized Milk* is milk in its most delicious form. So—"



"So I'll take cake," rudely finished Elmer. "Cake with plenty of that Eagle Brand frosting."

"A very fine food — in its place," smiled Elsie. "And awfully good with rich Borden's Homogenized Milk. There's cream in every sip, a full day's supply of Vitamin D in every quart."

"Roll out the milk bottle, Beulah!" roared Elmer. "Your mother's campaigning for Borden's again!"

"Again?" laughed Elsie. "Why I'll *always* go on telling folks about the wholesome nourishment in Borden's delicious foods. You see, *I'm* proud of Borden's big family of fine foods!"







"Boy, is *that* news!" guffawed Elmer. "If I don't beat it out of here, you'll be telling me how good *every* doggoned product is!"

"But, of course," giggled Elsie, "each and every one *is* good—*if it's Borden's, it's GOT to be good!*"

• • •

Tune in the Ginny Simms Show! Music! Comedy! CBS, Friday—9 P. M., E.S.T.

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LETTERS TO THE EDITORS

UNTRAGIC AMERICA

Sirs:

Please accept my congratulations on your editorial in LIFE, Dec. 2, concerning the lack of a tragic sense of life in the American consciousness. It is one of the most thought-provoking pieces of writing I have ever read in the secular press.

However since no appreciable amount of real Christian sap is now flowing in the tree trunk of Western civilization, great tragedy is not the only fruit not being produced; every form of art is suffering. And you can imagine what a task confronts the American clergy—preaching the good news of a Savior to people who for the most part have no real sense of sin. . . .

R. S. ALLRICH

St. Louis, Mo.

Sirs:

"To suffer vicariously with tragic heroes in an emotional workout" (LIFE, Dec. 2) and to live intimately with fear and hurt are two vastly different situations. One obviates the other.

Shakespeare observed that "all the world's a stage," and on it in our lives have appeared two great productions which seem pretty definitely to have been "serious, complete and of a certain magnitude."

America and Americans have occupied front stalls, orchestra in both shows, as well as participating in the stagecraft. It is naive to suppose that Americans, and all other peoples, have not witnessed great reminders of the tragic aspects of human existence. Consider the broken and frustrated German race, the Jews knocking at the gates of Palestine, the displaced persons of Europe, the survivors of Lidice or our own disabled veterans. Viewed in the whole, the magnitude of tragedy in our day defies mere dramatization. . . . If we are untragic, it is because of a desire to escape the tragic aspect of our existence.

HAROLD E. TROMMER

Lincoln, Ill.

Sirs:

Your editorial, "Untragic America," is splendid. I was amazed at the simplicity with which the great fallacy of America was stated.

Perhaps the American rejection of the concept of tragedy itself is merely a reaction against a cultural inferiority complex. In other words, we do not know what tragedy is. We are ashamed before the deepest reality of all—that life is a tragedy—because we fear we are not up to our roles in the drama. . . . We are the youngster with a lot of money and bravado and brimming over with comments that actually shriek "half-educated." We are "big guys."

America, being young, does not yet feel up to expression. She still distrusts book-learning and surreptitiously worships education as a means to an end. But America's children, my generation, are not lost. We are reading, writing, becoming interested in the imaginative products of the mind. And we are becoming able "to feel a due humility before the forces that are able to humble us."

JAMES PHELAN

Fall River, Mass.

DEAD DEER HUNTER

Sirs:

I was interested to see your story, "Dead Deer Hunter" (LIFE, Dec. 2), which showed a hunter shot by the rifle of a companion. As a member of East African Professional Hunters Association, I spend most of my time hunting lions and leopards, which is a pretty dangerous business. But when I compare it to walking through U.S. woods filled with crazy deer hunters with no knowledge of hunting ethics,



I am convinced that darkest Africa is considerably safer. Maybe your hunters should wear armor. . . .

S. R. CLELAND SCOTT

Trans Africa, Ltd.
Nairobi, Kenya Colony, East Africa

REPORT ON JAPAN

Sirs:

I read with great pleasure the very fine account of our occupation of Japan (LIFE, Dec. 2). If General MacArthur is a hero to the Japanese as a great warrior, he is no less a hero to the American public due to his remarkable efficiency in action. Americans admire above all a truly efficient man.

In the war MacArthur consistently achieved the maximum military results with the minimum losses. In peace we now learn from LIFE that he is running the Japanese empire with a staff of only about 2,000 and getting truly superb results. This might be properly brought to the attention of our overstaffed bureaucracy in Washington.

GEORGE B. MOODY

Portsmouth, N.H.

CONTINUED ON PAGE 10

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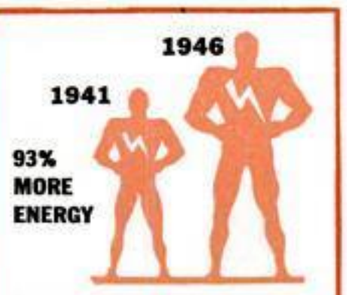
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93% LONGER!



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Nearly *twice* the electric energy...almost *two times longer life* of brilliant white light than even famous pre-war "Eveready" batteries . . . at no extra cost. *That's* today's *high-energy* "Eveready" battery, as proved by the "Light Industrial Flashlight" test devised by the American Standards Association.

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Great **ENTERTAINMENT**



MYRNA LOY AS *MILLY:* "I've a hunch we're living our best years right now—today—you and me and millions of others. My own best years? They're the ones with 365 days and a guy named *Al!*"

THESE ARE THE PEOPLE

You'll meet them in Samuel Goldwyn's great emotional picture of our years

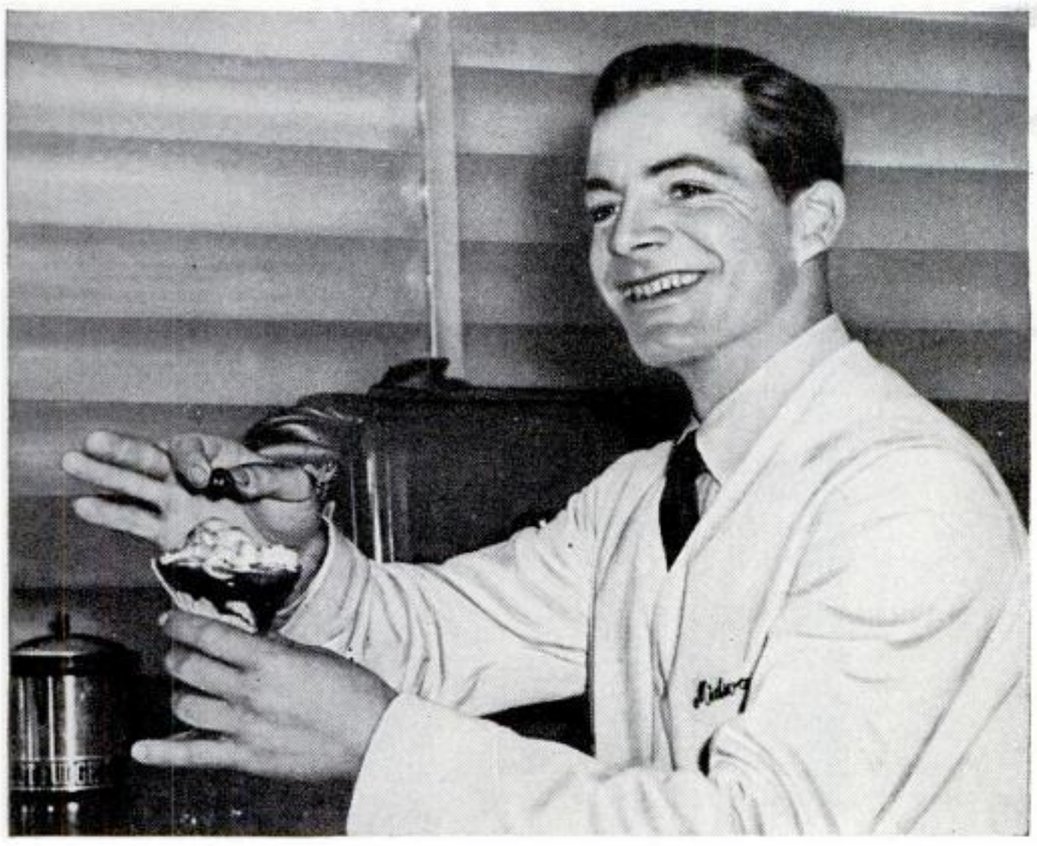
They're natural and human and warm-hearted in a way that lets you enjoy them as you enjoy your real-life friends. Like you, they're working, playing, living and loving Americans who have the great American knack of knowing how to get a kick out of life in typical American fashion. Together in this Great American Adventure, Samuel Goldwyn's *The Best Years of Our Lives*, they share your hopes and fears, your joys and sorrows, your dream of a place in the sun in a brave and happy world. Because they think, feel and love as you do, you'll find yourself—*and find yourself anew*—in this rich, emotional romance which is truly right out of the heart of America.



FREDRIC MARCH AS *AL:* "My best years? This business of living is simple. I quit beefing the day I met my wife. You have what it takes or you don't. In my case, *Milly* is what it takes."

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DANA ANDREWS AS *FRED:* "Things looked pretty tough at times, but I'll settle for these years—now. I'll give odds you will, too—if you've been lucky enough to find a girl like *Peggy!*"



TERESA WRIGHT AS *PEGGY:* "I've an idea there are lots of girls like me—their best years begin the night they meet the right man—and I've just met *mine!* These are the exciting years!"



VIRGINIA MAYO AS *MARIE:* "Sure, I've made mistakes, but I carry my own eraser. In my book, the best years tie right in with having fun—and that's what I'm having, darling—*with men!*"

... and it happens to YOU in

"THE BEST YEARS OF OUR LIVES"

Produced by SAMUEL GOLDWYN

Directed by WILLIAM WYLER

Screen play by ROBERT E. SHERWOOD

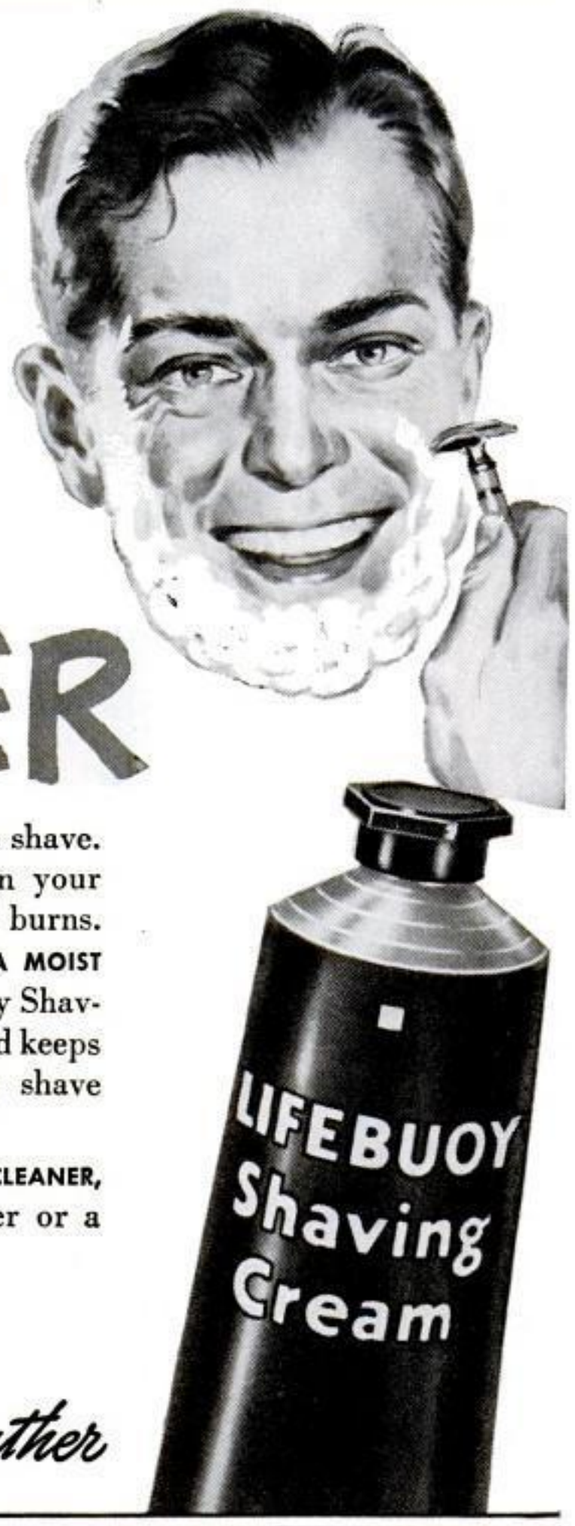
From a novel by MacKINLAY KANTOR

IN THE *Goldwyn* MANNER!

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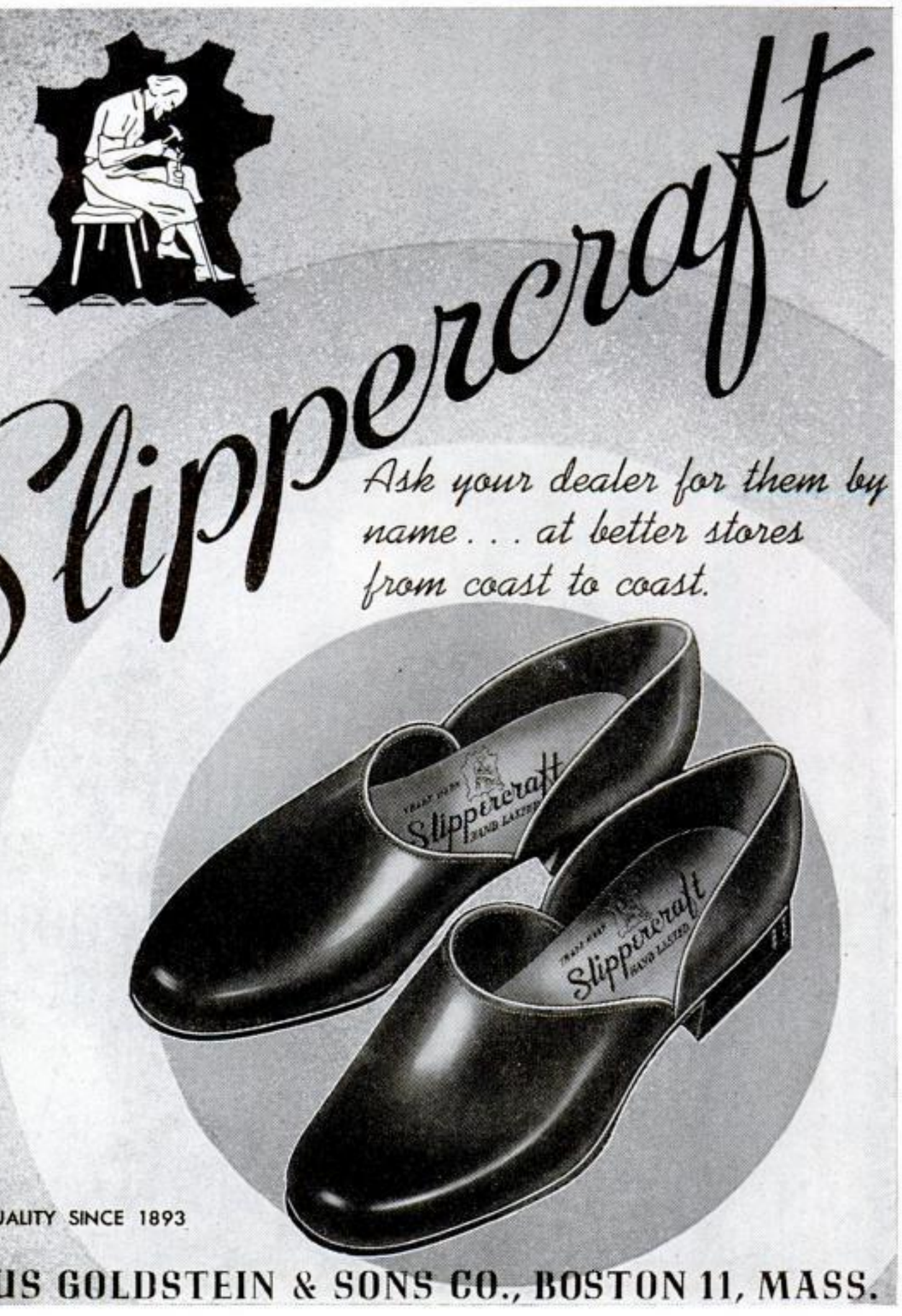
THE SHAVE IS BETTER WHEN THE LATHER STAYS WETTER



Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather will dry out on your face—give you a shave that stings and burns. What you want is a rich creamy **EXTRA MOIST** lather...the lather you get with Lifebuoy Shaving Cream...a lather that **STAYS MOIST** and keeps your beard soft and wet the whole shave through.

Get Lifebuoy Shaving Cream for **CLEANER, SMOOTHER** shaves—even with cold water or a used blade.

Try Lifebuoy's Stay-Moist Lather



LETTERS TO THE EDITORS

CONTINUED

Sirs:

The occupation of Japan is a remarkable and promising experiment indeed, but no observer at a delicate operation has the right to imply to the worried relatives that it has been a resounding success—while the surgeon is still engaged in cutting the outer layer of skin.

KLAUS G. ROY
formerly Information and Education Officer with General Headquarters, Tokyo

Cambridge, Mass.

SURREALIST MOVIE

Sirs:

Referring to your article, "Surrealist Movie" (LIFE, Dec. 2), I don't see how any of your readers ever will believe again that a Hollywood picture costs $3,000,000 when you quote me as having made a feature film for $15,000 in color!

The point is not that our picture *Dreams That Money Can Buy* cost $15,000, but that it cost this sum plus two years' work of Miriam Raeburn, imaginative assistant director, Cameraman Arnold Eagle and Actor Jack Bittner, plus two years' work by more than a dozen other talented men and women.

This film is a collective enterprise, based not so much on money interest as on the fact that there are everywhere creative energies in people, energies that want an outlet just for the love of it. In our film they had it.

Maybe there are already lined up some philanthropists, waiting to sponsor some more feature films for $15,000. They should know the facts. I don't want them to be disappointed.

HANS RICHTER

New York, N.Y.

JOAN OF LORRAINE

Sirs:

In re Ingrid Bergman in *Joan of Lorraine* (LIFE, Dec. 2): I suggest that your theater review board has taken perfection as its criterion and, since nothing is perfect, decided to knock *Joan of Lorraine*. Quite true, Maxwell Anderson has been a little inconsistent in his philosophic profundities but, nevertheless, hasn't sinned as much as you seemed to think. I found this *Joan* ranking head and shoulders above many other ventures you have chosen to wax ecstatic about in former times.

As for lack of "a big emotional scene where she can tear the audience's heart out," I think that Miss Bergman proves her worth all the more for acting without recourse to such hackneyed hokum.

THOMAS ERBER

New York, N.Y.

DOCTOR FOOTBALL

Sirs:

In regard to your "Doctor Football" (LIFE, Dec. 2), I note that the longest punt on record is supposedly 88 yards, tied between McLaughlin of Georgetown and Breen of Albright, with unofficial claims of longer ones by Thorpe. If, though the article did not so state, the record is based upon distance "on the fly," you are doubtless correct. Otherwise, I believe there is a longer kick recorded: against the University of Pittsburgh in Pitt Stadium, 1940, Southern Methodist's great kicker, Preston Johnston, kicked a recorded 94 yards from the line of scrimmage.

WILSON W. CROOK JR.

Dallas, Texas

Sirs:

I guess Dr. Football never heard of Harry Sweeley, who punted 102 yards in 1902 or 1903. I had a letter from the late Fielding H. Yost 40 years ago to substantiate my statement. I would sure like to have that letter now to show the doctor.

ROY R. SYKES

Elkhart, Ind.

Sirs:

In 1921, at Birmingham, John "Barleycorn" Shirey, of Auburn, punted 95 yards from his own goal line out of bounds on Centre College's five at the opposite corner of the field.

R. A. BONDS

Birmingham, Ala.

● Doctor Baker counts distance through the air only, sticks to his 88-yard kick.—ED.

HOMELESS HARES

Sirs:

Your article, "Homeless Hares" (LIFE, Dec. 2), surprised me with the announcement that in California rabbits come out of their holes in the morning and return to their holes in the afternoon.

In Nebraska the rabbits hide through the day under a weed or grass in a shallow depression which they dig. A short time before sundown they come out for feed and stay out until morning.



FRANK SANDERSON

Oxford, Neb.

● Like Nebraska jack rabbits, California rabbits are generally active at night. But Los Angeles observers insist that the airport rabbits are active during the day—ED.

BLIND BUSINESSMEN

Sirs:

It would be interesting to know how John T. Howell ("Blind Businessmen," LIFE, Dec. 2) arrived at the figure of 450,000 U.S. workers blinded yearly by industrial accidents. The facts are bad enough; they don't need exaggeration. There are approximately 130,000 permanently disabling industrial accidents each year. Between 30,000 and 35,000 persons of all ages are blinded each year in the U.S. by all causes, among which industrial accidents rate as one of the least important causes.

VIRGIL SMIRNOW

Washington, D.C.

● LIFE committed a typographical error. The figure of 450,000 should have read 4,500.—ED.

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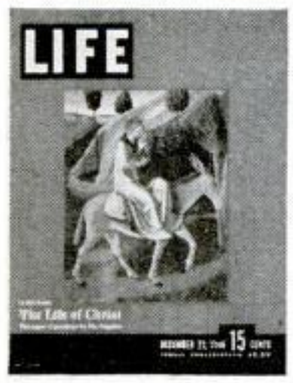
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The Flight into Egypt is one of Fra Angelico's paintings of the story of Christ. Eight other paintings of his series are on pages 52 to 61.

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LIFE'S PICTURES

Fernand Bourges' photographs of Fra Angelico's panel episodes of the life of Christ (*pp. 52–61*) are his second Christmas assignment for LIFE in as many years. For 1945's Christmas issue he photographed Gozzoli's *Adoration of the Magi*. A color specialist since the *Lumière* plates of 30 years ago, Bourges served as an aerial photographer in World War I, where his early experience with filters proved invaluable for cutting through haze.

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The Night before Christmas

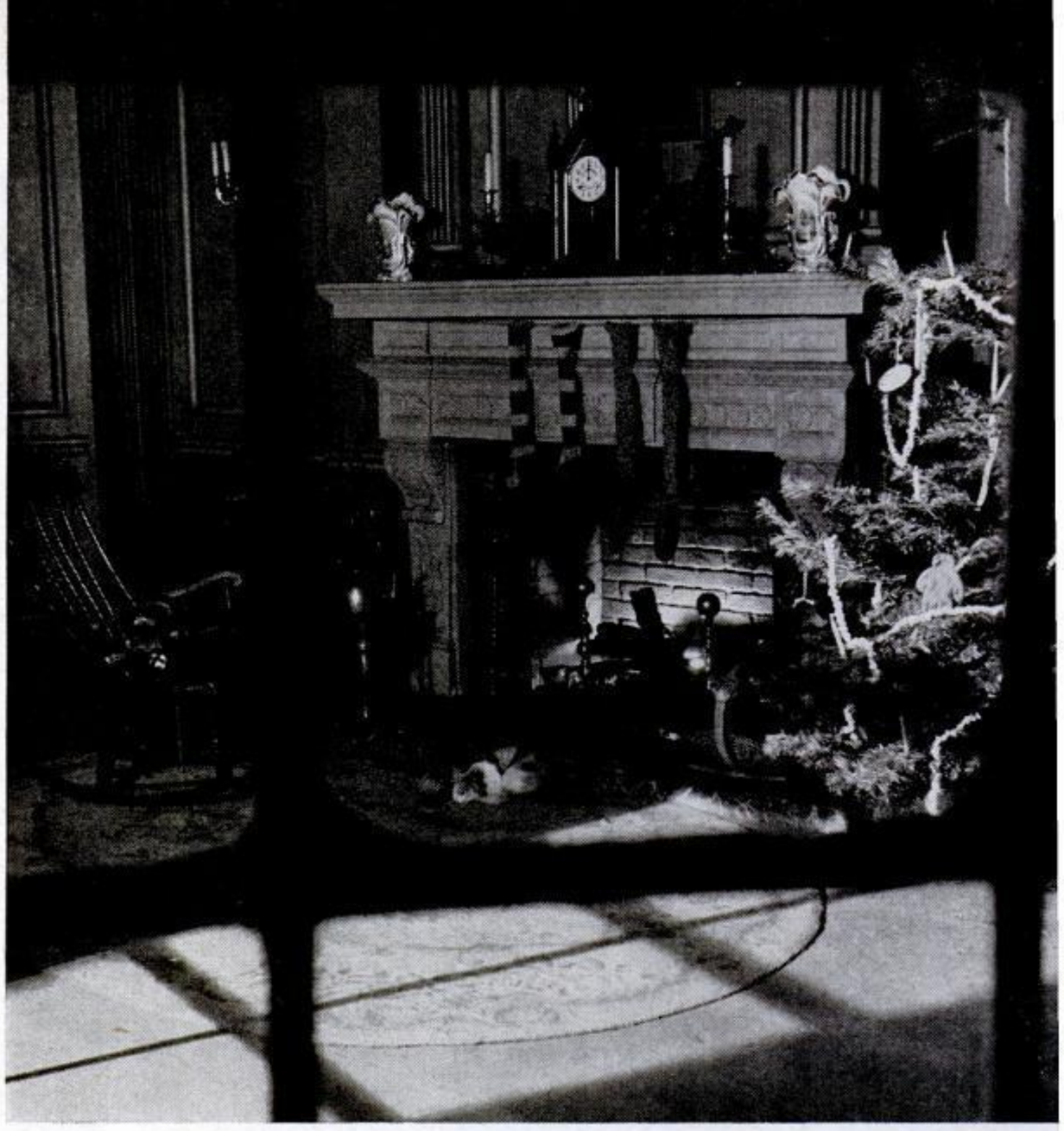
The Cast

PAPA HENRY FONDA
MAMMA BARBARA BEL GEDDES
LITTLE BOY RAY WARREN
LITTLE GIRL GALE WARREN
ST. NICHOLAS WALTER SLEZAK

PRODUCED FOR LIFE BY RKO IN HOLLYWOOD

A hundred and twenty-four years ago Clement Clarke Moore, a professor of Oriental and Greek literature at a New York seminary, wrote *The Night before Christmas* as a present for his children. He scribbled it off in an hour before supper and read it to his family on Christmas Eve. Dr. Moore based his poem on legends of St. Nikolaas, who was an early Christian bishop noted for his generosity to children. Using a stout apple-cheeked neighbor as a model, Moore transformed the gentle European saint into a bumptious little man with eight reindeer and a sleigh full of toys.

An academic scholar known for his sober tracts, Clement Moore was ashamed of his jingle and tried to hide it away in his desk. A friend sent a copy to the Troy (N.Y.) *Sentinel*, which published it anonymously in 1823 as *A Visit from St. Nicholas*. Since then it has probably been reprinted more than any other poem. Moore, however, refused to admit his authorship for 22 years and never made a penny from it. To illustrate the Christmas classic, RKO studios in Hollywood assigned some of its best stars and prop men to work with LIFE's Photographer Ralph Crane on this production of *The Night before Christmas.*



'Twas the night before Christmas, when all through the house
Not a creature was stirring, not even a mouse;
The stockings were hung by the chimney with care,
In hopes that St. Nicholas soon would be there;

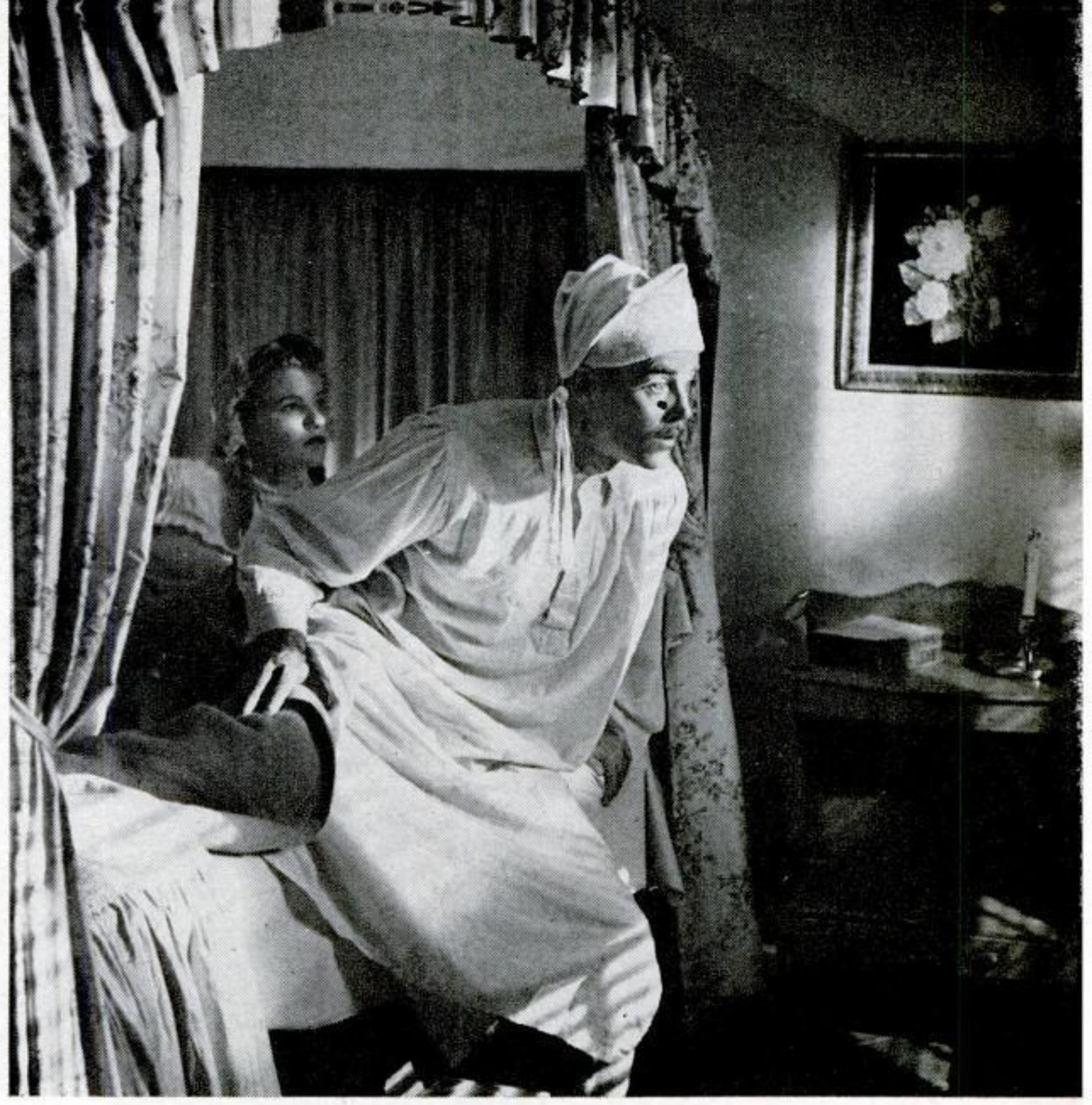


The moon on the breast of the new-fallen snow
Gave the luster of mid-day to objects below,
When, what to my wondering eyes should appear,
But a miniature sleigh, and eight tiny reindeer,
With a little old driver, so lively and quick,
I knew in a moment it must be St. Nick.
More rapid than eagles his coursers they came,
And he whistled, and shouted, and called them by name;

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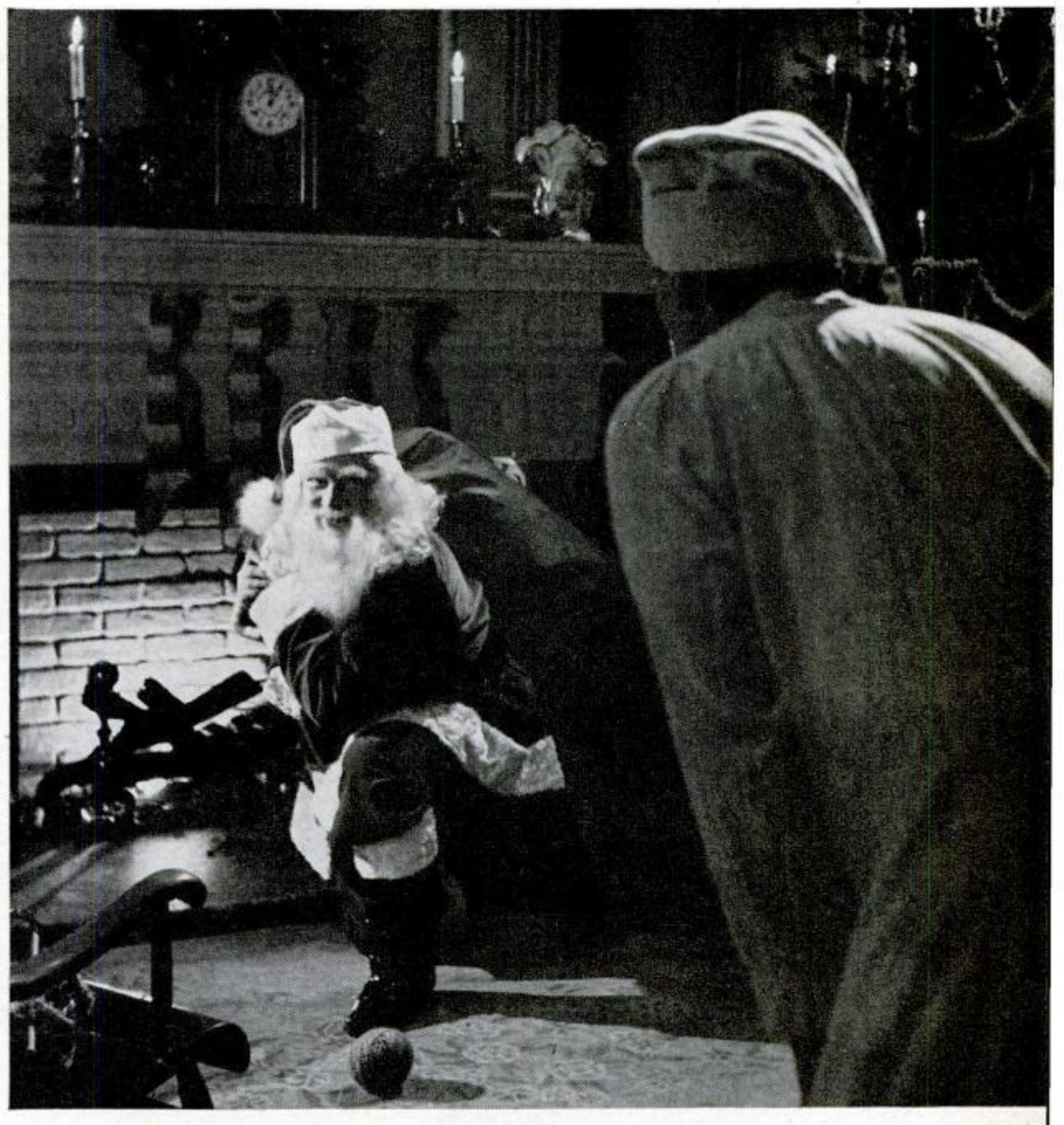
The children were nestled all snug in their beds,
While visions of sugar-plums danced in their heads;
And mamma in her 'kerchief, and I in my cap,
Had just settled our brains for a long winter's nap,



When out on the lawn there arose such a clatter,
I sprang from my bed to see what was the matter.
Away to the window I flew like a flash,
Tore open the shutters and threw up the sash.



"Now, Dasher! now, Dancer! now, Prancer and Vixen!
On, Comet! on, Cupid! on, Donder and Blitzen!
To the top of the porch! To the top of the wall!
Now dash away! dash away! dash away all!"
As dry leaves that before the wild hurricane fly,
When they meet with an obstacle, mount to the sky;
So up to the house-top the coursers they flew,
With the sleigh full of toys, and St. Nicholas, too.



And then, in a twinkling, I heard on the roof
The prancing and pawing of each little hoof.
As I drew in my head and was turning around,
Down the chimney St. Nicholas came with a bound.
He was dressed all in fur, from his head to his foot,
And his clothes were all tarnished with ashes and soot;
A bundle of toys he had flung on his back,
And he looked like a peddlar just opening his pack.

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The Night before Christmas

CONTINUED



His eyes—how they twinkled! his dimples, how merry!
His cheeks were like roses, his nose like a cherry!
His droll little mouth was drawn up like a bow,
And the beard of his chin was as white as the snow;
The stump of a pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath;
He had a broad face and a little round belly,
That shook when he laughed, like a bowlful of jelly.
He was chubby and plump, a right jolly old elf,
And I laughed when I saw him, in spite of myself;
A wink of his eye and a twist of his head,
Soon gave me to know I had nothing to dread;
He spoke not a word, but went straight to his work,
And filled all the stockings; then turned with a jerk,
And laying his finger aside of his nose,
And giving a nod, up the chimney he rose;
He sprang to his sleigh, to his team gave a whistle,
And away they all flew like the down on a thistle.



But I heard him exclaim, ere he drove out of sight
"Happy Christmas to all, and to all a good-night."

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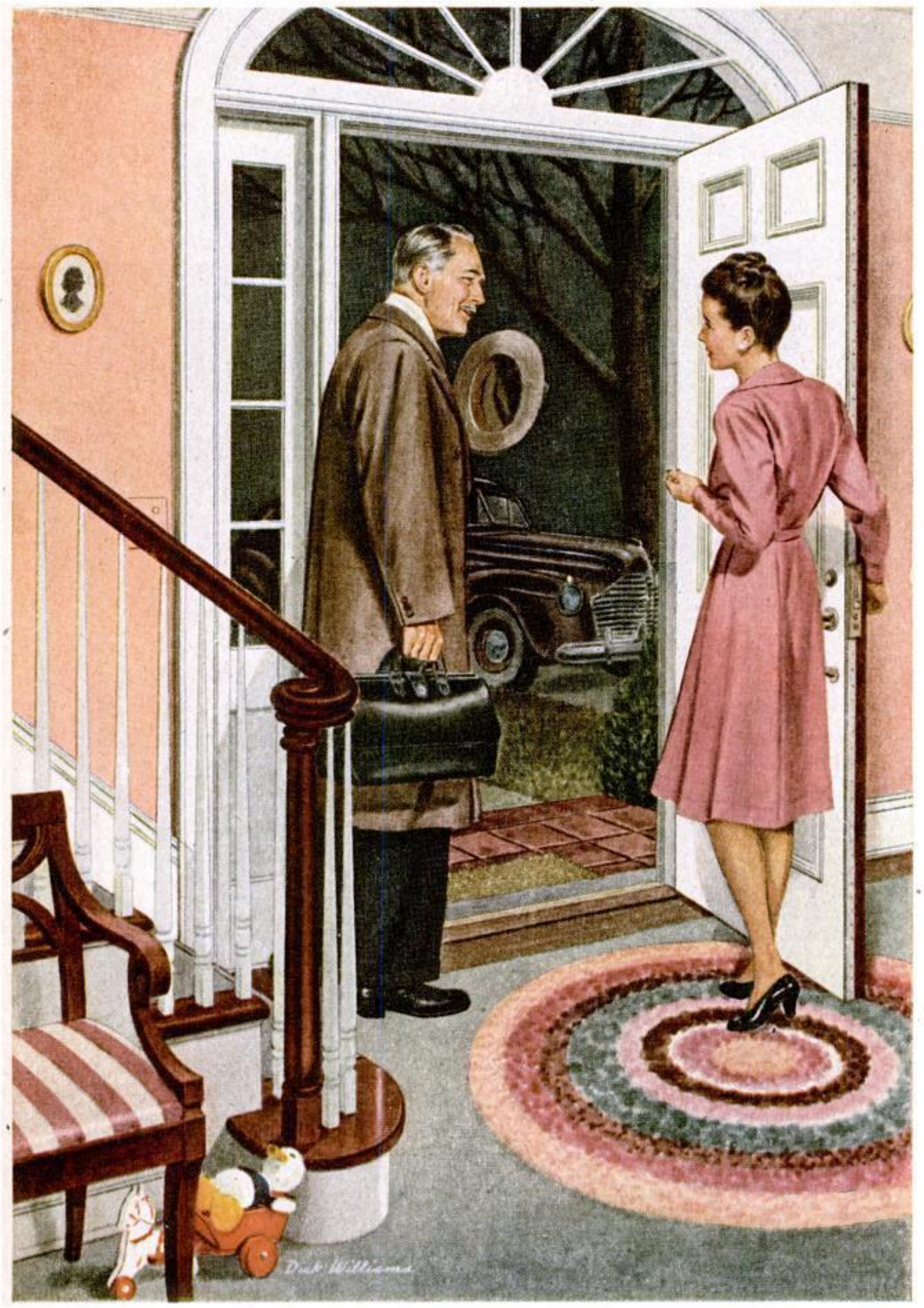
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Some things you should know about **your doctor**

No. 200 in a series of messages from Parke, Davis & Co. on the importance of prompt and proper medical care.



IN TIMES of distress, almost everyone turns to his doctor. But when things are going smoothly, some people are apt to take him pretty much for granted.

However, if you consider your doctor's service to you and to the country—if you consider the skills he must have, the sacrifices he must make, the hardships he must work under—then it isn't very easy to take him for granted.

To become a doctor usually requires three to four years of pre-medical education, four years of medical school, and another year or more as an interne. But this by no means represents the end of his training.

Do you realize how much time your doctor has to spend in *continuing* study—so he can bring you the benefits of all the latest medical advances?

During a year the average American doctor devotes the equivalent of about a month to the study of medical books and journals and to attending medical meetings.

It's an old story about how many patients a doctor has to see every day, how much of his time he devotes to charity, how many calls he has to make in the middle of the night. But did you ever think of it this way:

When you leave your office or job, the chances are that you're free from business duties for another day. You can do whatever you feel like—you can dig in your garden, visit friends, have a quiet evening at home with your family, drop in at a movie, or go for a drive. But your doctor's work is never finished. He's always—every waking and sleeping moment—responsible for the patients under his care.

Yes, it takes a lot of things to be a good doctor. It takes physical and nervous stamina. It takes patience. It takes great tact. It takes an understanding of people. It takes sound judgment. It takes unusual scientific and scholastic aptitude. It takes a sympathy for the unfortunate. Above all, it takes a spirit of humanitarianism and a sense of service.

Tall order, isn't it? Yet thousands and thousands of American physicians have all these qualities—and more. They are outstanding men and women. America should never cease to be proud of them.

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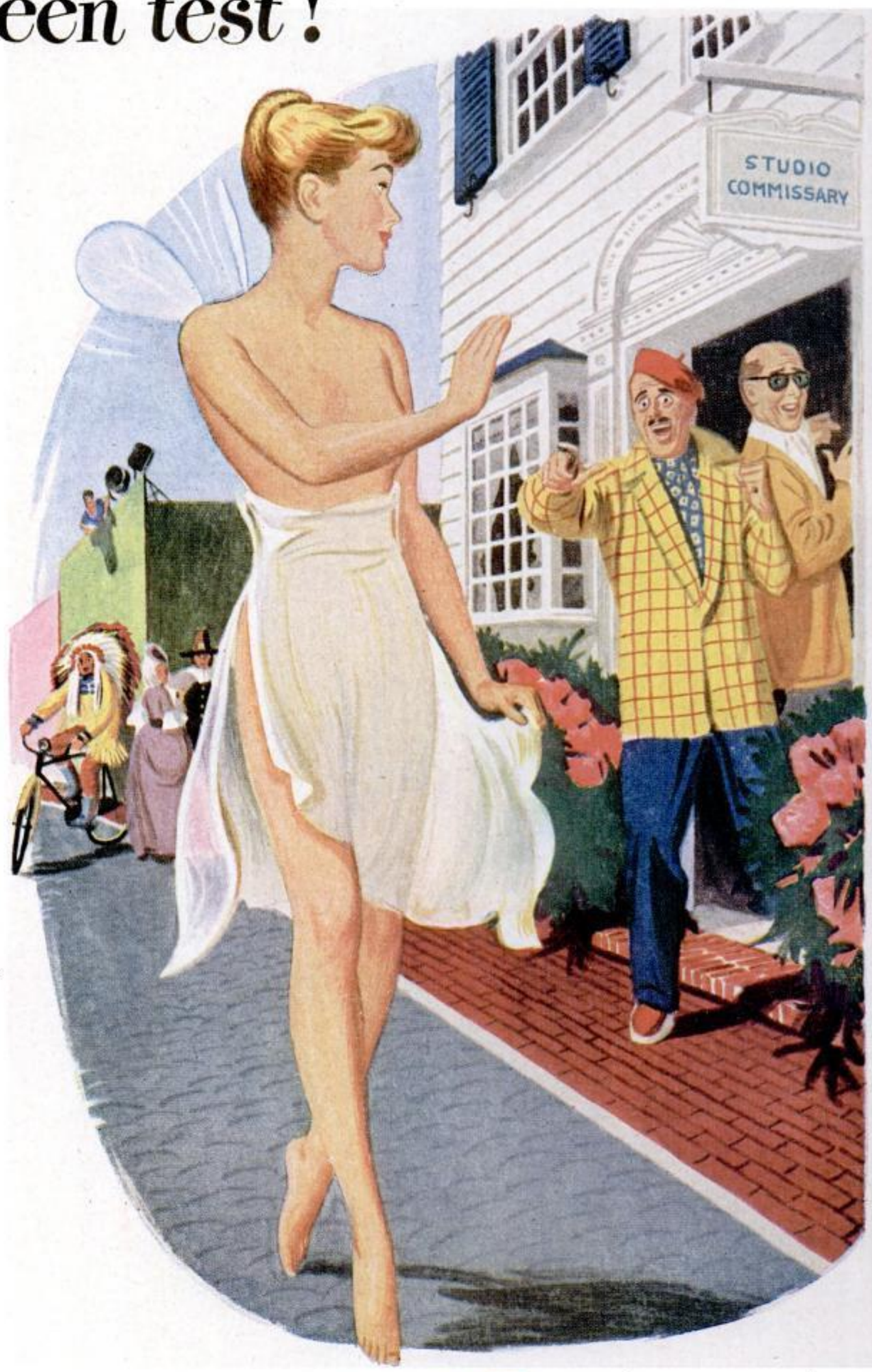
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PSYCHE: But gentlemen, I'm not an actress. I'm Psyche, the symbol of White Rock sparkling water . . . and I've got a *real* discovery for you . . . !





DIRECTOR: "*Psyche*"—I can see the name in lights right now! Let's drink to your career . . .

PSYCHE: *Will* you movie moguls listen? The biggest discovery in Hollywood is mixing with White Rock! Its delightful alkaline tang makes your drinks taste better tonight . . . and helps *you* feel better tomorrow!



DIRECTOR (next morning): You're positively colossal, Psyche! The drinks were epics—and we feel bright as a technicolor sunrise! *Now* will you give us an option?

PSYCHE: Sorry, I've already got a contract—to star in the picture on the White Rock label. Drop in and see me any time—the admission price is only a few cents more than you'd pay for ordinary mixers!

Psyche—The Trademark of America's Finest Mixer



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LIFE

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SIGNS OF MANY NATIONS ARE READIED FOR STORAGE UNTIL NEXT SESSION. ROCKEFELLER FOUNDATION SIGN (CENTER) WAS FOR WORLD HEALTH CONFERENCE

U.N. WINDS UP IN SPIRIT OF OPTIMISM

An irresistible urge to get home by Christmas swept the General Assembly of the United Nations and the Big Four Council of Foreign Ministers to feverish activity last week. The giant *Queen Elizabeth* and the *Ile de France* waited with steam up in their berths to take careworn diplomats and tired secretaries back to their homelands. The atmosphere was hectic but out of the bustle, the last-minute compromises and oratory came something that was the best possible Christmas gift these men and women from many lands could take back to their own peoples. It was an atmosphere of optimism, a sense of real progress, a feeling that the world was measurably closer to a workable peace. Some of the accomplishments of the Foreign Ministers (*see pp. 20–21*) and of the General Assembly (*p. 22*) were plain to see. But exactly what had made them possible was not so apparent. The opening weeks had been as dispirited and embittered as those in Paris. Then on Nov. 25 Secretary of State James F. Byrnes had a private meeting with Soviet Foreign Minister Molotov. What occurred is a diplomatic secret but from that moment the Soviet attitude visibly softened. On issues such as the internationalization of Trieste and the Danube, where the U.S.S.R. previously had taken an inflexible stand, Molotov gave ground. Only on a resolution urging restraint in use of the veto did the U.S.S.R. voice the familiar, bitter "No." Whether Molotov had found Byrnes reassuring or whether a change in tactics had been ordered by the Kremlin, the fact was that Soviet conduct had changed for the better.

A hope for the continuation of this trend was seen in the invitation, accepted quickly by the ministers, to meet at Moscow in March and discuss the German treaty. The Soviets are jealous of their reputation as good hosts and always like to have conferences succeed when they are held at home.

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MINISTERS' PROGRESS

Foreign secretaries hammer out agreements on the peace treaties

The gloomy atmosphere in which the foreign ministers had broken up their Paris meeting at the stately Luxembourg Palace was not improved when they convened again six weeks ago in a 37th-floor room of New York's Waldorf-Astoria Hotel. On Trieste, the Danube, reparations, the Italian fleet and a dozen other issues the U.S.S.R. and the Western powers were completely deadlocked. In the fourth week, after the private Byrnes-Molotov meeting, the Soviet attitude suddenly softened up. On Trieste the Soviets calmly agreed to internationalization under a governor who will be appointed by the Security Council. That was the key log in the jam. In the next two weeks of hard work, negotiation and compromise the treaties of the Waldorf—making peace with Italy, Rumania, Hungary, Bulgaria and Finland—were agreed upon. Then plans were made to get together again in Moscow next March to write treaties for Germany and Austria. By the end of the sixth week the representatives of the Big Four were in such a friendly mood that at a small, private party given by Host Jimmy Byrnes they all linked arms, gaily sang *For He's a Jolly Good Fellow.*

WHAT BIG FOUR DID

1. Agreed upon treaties with Italy, Rumania, Hungary, Bulgary and Finland.
2. Internationalized Trieste.
3. Opened Danube to all nations.
4. Divided the Italian fleet.
5. Set reparations at $1,330,000,000.
6. Agreed to write German and Austrian treaties in Moscow next March.



RISING TO LEAVE, after discussing plans for the Moscow conference at next-to-last meeting Dec. 11, Council members mill about the treaty room. Council used the spacious private apartment of the Waldorf's president, Lucius Boomer, who moved out. Each delegation was allotted five places at circular table and one corner of



BYRNES ARRIVES, clutching his cigar and portfolio, his inevitable equipment. Byrnes usually appeared cheerful at sessions.



MOLOTOV ARRIVES NEXT with his aides. He usually entered the meetings with a vigorous stride and beaming smile.



BEVIN CONFERS with deputy, Gladwyn Jebb (*pointing pencil*). His political ad-

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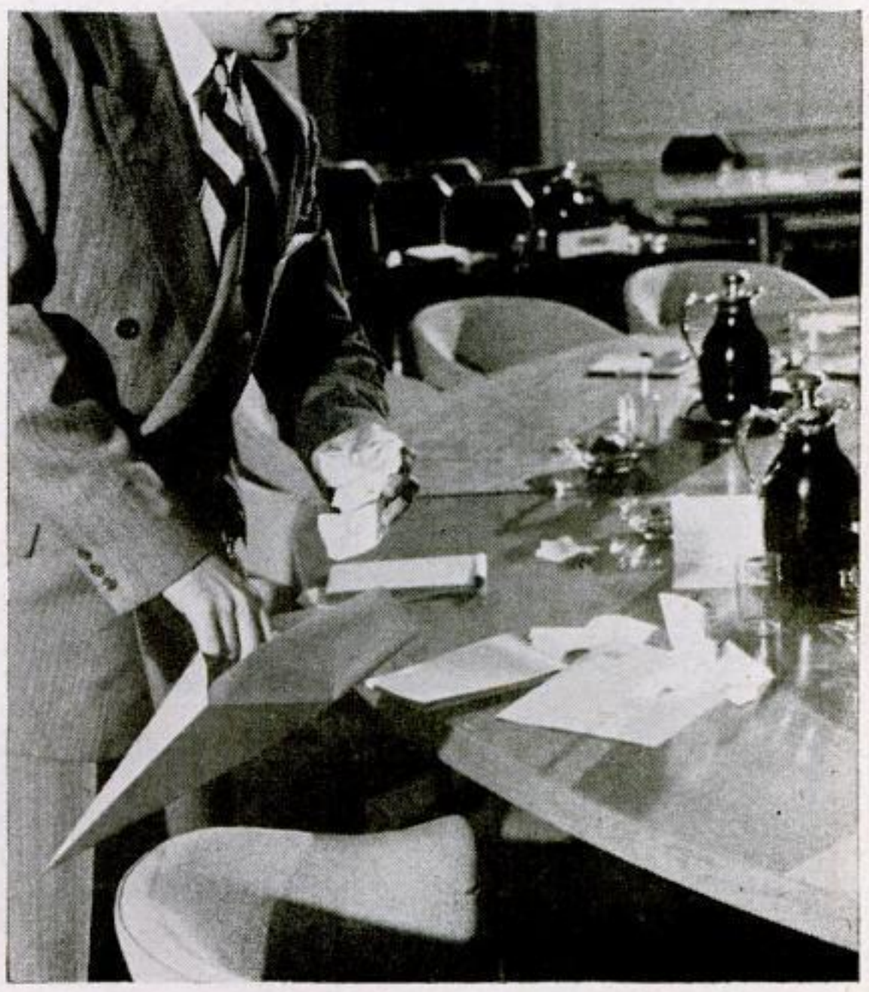
the room for staff. Standing in center rear are Vishinsky and Molotov surrounded by aides. Standing at right is Secretary Byrnes who has just gotten up from his place between Deputy James Dunn and Counsel Ben Cohen (*cigaret in mouth*). The vacant place in center foreground is for the French delegate, Maurice Couve de Murville, deputy foreign minister. British are at the left with back of Bevin's head barely visible. Man in lower right corner is stenotypist who kept complete transcript in English.



viser, Lord Hood, sorts papers. Dangling cigaret was characteristic of Bevin at work.



FRENCH DELEGATE, Maurice Couve de Murville (*smoking pipe*), is a career diplomat. Only 43, he is youngest of Big Four.



CLEANING UP after each session, an attendant places delegates' doodles and notes in envelopes to be carefully destroyed.

CONTINUED ON NEXT PAGE

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U.N.'S FUTURE HOME will be in this six-block area where Architect William Zeckendorf had planned a vast dream city (LIFE, Oct. 28). A warehouse area along the East River, it was presented by John D. Rockefeller Jr.



HEADQUARTERS COMMITTEE, shown studying maps of the possibilities, has toured the country since Westchester County protested against being designated as world capital. Rockefeller's gift solved the problem.



PONDERING DISARMAMENT, quizzical Senator Connally (*left*) and eager Sir Hartley Shawcross of Britain confer before an important subcommittee meeting.

PROGRESS IN U. N.

Members find new hope for peace and get a new home for themselves

Since Oct. 23 the delegates of the 54 United Nations had shuttled tirelessly between their Flushing Meadow assembly hall and their committee rooms 10 miles away in the gleaming Sperry Gyroscope plant. Such inconvenience made them hanker even more for a permanent home, and its site was hotly debated, with San Francisco, Philadelphia and Westchester County all in the running. In the harried closing days John D. Rockefeller Jr. offered the United Nations an $8,500,000 site in mid-Manhattan (*left*). The delegates gratefully accepted, hoping that soon geography would not hamper their labors. The other obstacles were already enough. Such matters as a head-count of all troops stationed in foreign lands inspired Britain's brilliant young Nürnberg prosecutor, Sir Hartley Shawcross (*above*), and the Soviet Union's equally able prosecutor, Andrei Vishinsky, to one of the committee's most vitriolic debates. Bitterness over the troop census temporarily threatened any agreement on the broader problem of world disarmament. Finally the two matters were separated. The principles of a disarmament program were approved. The census was sidetracked.

Disarmament was the theme of Byrnes, Bevin and Molotov, who made speeches pledging their nations' sincerity in the plan. Byrnes, as a token of that sincerity, voluntarily disclosed the numbers of U.S. troops on foreign soil. These speeches provided a final glow of amiability among the delegates as they headed home for Christmas (*opposite page*).

WHAT UNITED NATIONS DID

1. Chose New York City as permanent home.
2. Made definite progress on disarmament program.
3. Set up colonial trusteeship system.
4. Asked Big Five to use veto with restraint.
5. Asked members to recall envoys from Franco Spain.

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JST BEFORE SAILING on Dec. 14, Mr. and Mrs. Bevin, in their stateroom on the *ween Elizabeth*, examine a gift hamper. Also aboard were Molotov, four other foreign ministers. The ship was held extra hour to let Sir Hartley Shawcross get aboard. His passport, which he had forgotten, was pulled aboard by a rope after gangplank was raised.

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EDITORIAL

CHRISTIAN DISUNITY

TO HEAL IT, EACH BELIEVER MUST FIRST REDISCOVER THE SPECIAL VALUE IN HIS OWN CREED

Our Pilgrim forebears never celebrated Christmas. They knew this holiday was unscriptural, if not downright pagan, so they worked all day. But in 1621 there were some new arrivals who said it "wente against their consciences" to work on Christmas. Governor Bradford told them that "if they made it mater of conscience, he would spare them till they were better informed. So he led-away the rest and left them, but when they came home at noone from their work, he found them in the streete at play, openly; some pitching the barr and some at stoole-ball, and shuch like sports. So he went to them, and tooke away their implements, and told them that was against his conscience, that they should play and others worke. If they made the keeping of it mater of devotion, let them kepe their houses, but ther should be no gameing or revelling in the streets."

There will be plenty of reveling in American streets this Christmas. The holiday has almost reverted to the solstitial Saturnalia which the Romans celebrated long before Christ was born. You don't have to be a Christian to celebrate Christmas and you can be a Christian without celebrating it at all. Yet what we profess to celebrate is the birth of Jesus Christ which, if it means anything in particular, is the best news that ever came to mankind. Those who celebrate can therefore afford a little time to reflect on whether it means anything in particular or not. Like Bradford's newcomers, we could all of us, on this point, be "better informed."

Theology and Sects

Such information—the study of Jesus' nature and message—is part of what is known as theology. Its study has been unfashionable for many years. Yet everyone who thinks at all about the universe, morals and the destiny of man is a theologian. Modern man has not abandoned this archscience; he has simply fallen into incredibly careless and sloppy ways of pursuing it.

One reason for this carelessness is the lush quantity of sects—about 300—into which Western Protestantism has divided. This gives even believers a feeling that all the necessary thinking about God has been done and that somewhere on the shelf there is a ready-made creed for every need, if one ever had time to shop. And anyway, if theology leads to such scandalous diversity of belief, isn't there something futile about it? Such feelings are a real threat to Christianity, and certain Protestant leaders would therefore reverse the trend with the Church Unity movement, laudably seeking to merge some leading sects.

This year, however, a California theologian named George Hedley published a discerning little book, *The Christian Heritage in America*, which makes sectarianism seem almost a virtue. In it he reviews the beliefs and traditions of a dozen leading American churches and finds special values in each. It is a reminder that the quest for unity leads through diversity, and that before all men can believe the same things each man must know better what and why he believes at all.

In the Roman Church, for instance, as in the Greek Orthodox, Hedley directs our admiration to the profound concern for the exact definition of ultimate truth, illustrated by the furious debates in which the early church fathers hammered out their creeds. Even now the precision and logic of a Catholic sermon make most Protestant pastors sound fuzzy and sentimental. Like an army, the Roman Church is built on order, authority, obedience. But the sacramental love at its center and the coherent wholeness of its theology make it also a truly universal fellowship in which (the Church believes) all men belong and in which any believer can find ample room.

Luther, Calvin, Wesley

One believer not to find room was Martin Luther. When the Church overruled his criticism of its overemphasis on grace through works (which had come to mean grace through money), he denied its authority altogether and founded a new church whose emphasis was and is on grace through faith. He took his church entirely out of politics and other human "works," thus freeing the rising State from moral judgment. That is why in our days even good Lutherans like Pastor Niemöller could for a while seem so indifferent to the morals of the Nazi government.

It was Luther who popularized the Bible, which he put in place of the Church as authority over matters of faith. This stimulated free textual criticism, which soon discovered that no single word of Christ could be historically authenticated. Thus did Luther forge the very weapons which have undermined the faith he sought to set free. But as Jung says, "Protestantism was, and still is, a great risk and at the same time a great opportunity." The new freedom led mankind through four centuries of unprecedented mental adventure and material expansion. And when men tire of the adventure, they can still find proof of the power of faith and of the individual conscience in Luther's ringing declaration at Worms: "Here I stand. I can no other. God help me. Amen."

John Calvin, a contemporary of Luther's, founded a church whose influence has extended far wider than the number of Presbyterians (about 4,000,000 in America) would indicate. The role of Calvinist morality in making America is almost too big to measure; it had its share in every great event from Plymouth Rock to the Constitution, from Abolition to Prohibition. But it has been effective, as Morris R. Cohen says, "not because it preached restraints and . . . the fear of hell, but because it gave men a vision of the glory of God."

"To glorify God" is, in Presbyterian theology, the chief end of man. Hedley likens it to Islam in this respect. It makes man feel very small and humble but also very devoted and obedient. To Satan's sardonic question, "Doth Job serve God for naught?" the Presbyterian has the straight answer: "Yes, of course."

The reaction against Calvin's gloomy determinism led indirectly to the founding of another great church, the Methodist. John Wesley asserted Free Will so strongly that he was suspected of being a Jesuit agent. But his bigger point was that no doctrine is so important as the state of the heart. "Opinion is not religion," he kept saying, "not even right opinion." Wesley himself preached over 40,000 sermons between 1738 and 1791, riding all over England "with his sermons in his saddle-bags and in his heart." His missionary enthusiasm was caught up by that of the American frontier, which swept Methodism into the numerical leadership of all the Protestant churches. It is still more concerned with behavior than with "opinion," and it tends to overmoralize about drinking, card-playing and the like. Yet its creed is basically one of joy and freedom. With Wesley the Methodists ask, "Is thine heart right? . . . give me thine hand."

A similar brotherly enthusiasm imbues the Baptists, whose sect—or rather sects, for they differ among themselves—also spread fastest on the American frontier. Their American founder was Roger Williams, a life-long defier of any authority that tried to impose rules on his faith. The doctrinal foundation of Baptism is that grace must be a voluntary quest; that freely choosing adults, not infants, are therefore the proper subjects for baptism. Apart from that, they admit almost no fixed rules of doctrine, ritual or church organization. Their distrust of all human authority extends even to a distrust of education, at least in parts of their stronghold, the South. Hedley finds a virtue in this: "The common people have heard them gladly: which is why there are so many Baptists in America today" (nearly 8,000,000, of whom over 3,000,000 are Negro Baptists). And all these Baptists are not only Christians, but apostles of freedom, wherein "each individual bears the responsibility for arriving at his own religious experience."

One from Many

Congregationalists, Quakers, Episcopalians, Unitarians, Disciples of Christ—how many other great churches adorn the Christian story! Each has some special quality, some different contribution to the faith of Americans. The earliest contributors were of course the Jews, whose reverent ritual gives to modern Protestantism what it has "of order and respect"; as Pope Pius XII said, "Spiritually, we are Semites." The backwoods revivalist groups also contribute; they are a constant reminder that great ideas must be simple and sincere for "children in understanding." And even the chronically suspended judgment of the "liberal Christians," whose faith at times seems no more than vague goodwill, can become a great intellectual tool in a renewed quest for truth.

To Hedley the American religious heritage, for all its confused variety, "remains one more truly than it has become many, and its whole is greater and truer than the sum of its parts." To formulate and propagate this overriding unity, perhaps to found a new church upon it, is the next great task of Western theology. But before we can do that, we must be faithful over a few things: we must restudy the sources and tenets of what we believe now. For belief is a garden, threatened ever by the jungle; and even the most neighborly man must cultivate his own.

PICTURE OF THE WEEK: ➔

With school closed by the coal strike, two boys and a girl from the University of Colorado went off last fortnight on a mountain-climbing trip. Although they were inexperienced, they managed to reach the Rockies' conical Navajo Peak (13,406 feet). But on the downward trip the girl slipped and all three, roped together, plunged down Isabel Glacier. A rescue party found one boy badly injured, one dying. The girl, Hazel Martin, they found already dead (*opposite page*). The rescuers blamed the tragedy on lack of climbing equipment.

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THE FROZEN BODY OF A LOST COLORADO COED
IS FOUND AT THE BASE OF ISABEL GLACIER

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BRIGHTON BOARDWALK IS LITTERED WITH DEBRIS THROWN UP BY HEAVY SEAS

STORMS SWEEP THE CHANNEL

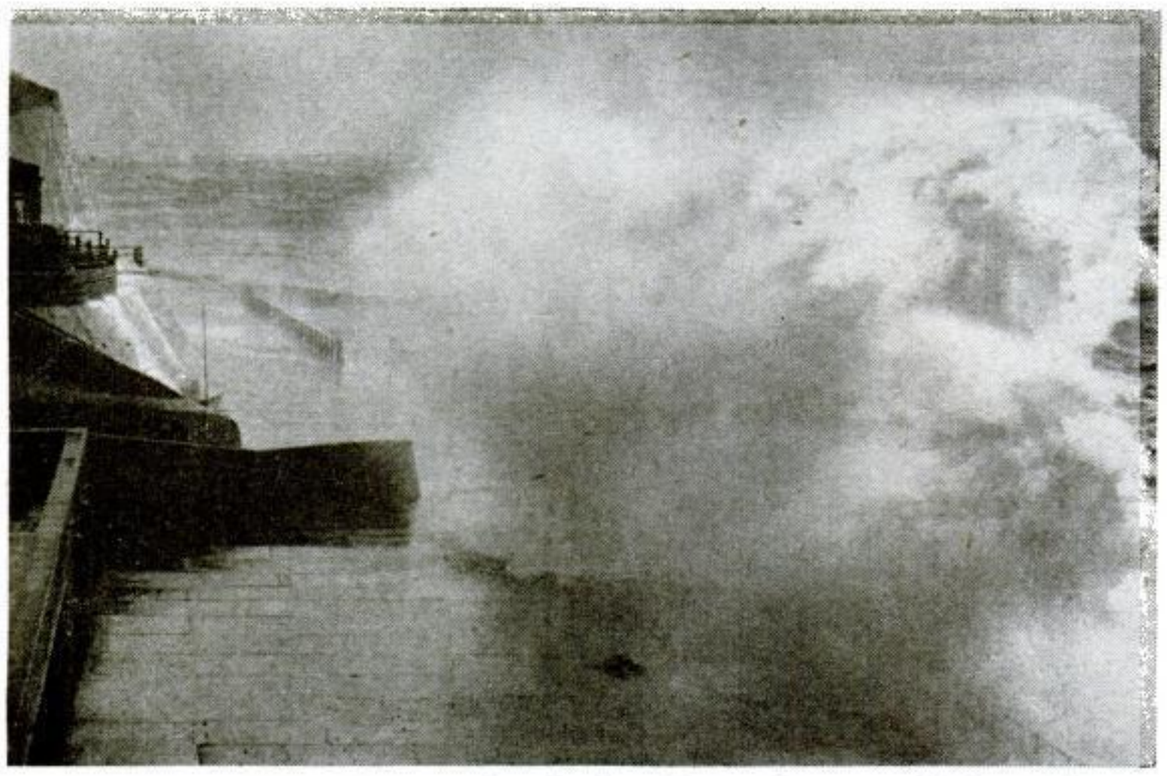
Gales, followed by floods, beset France and England

To the battered and worn people of Western Europe a new misery came out of the Atlantic this month. Sweeping up the English Channel, a violent gale hit the coast of Great Britain. Waves hurled high over the roofs of British seaside cottages, carried them away, sank fishing boats all along the coast. Heavy rains followed the gale, flooding the countryside, stranding livestock and ruining the harvest which, but for the storm, would have been a record one. Then the gale crossed the channel and, in full fury, smashed against the French coast.

There, in the flat, unprotected harbor of Le Havre, lay the 50,000-ton *Europa*. The former German luxury liner had escaped bombers' attempts to sink her throughout the war, had served as a U.S. troop transport after her capture by the Allies. Now the property of France and renamed *La Liberté*, she was being refitted for postwar luxury travel. The gale hit the big ship broadside, yanked her from her moorings and rammed her into the old hulk of the *Paris*, which had burned and capsized in 1939. *La Liberté*, her hull smashed in, settled onto a shallow mudbank (*right*). She will be out of commission for at least a year.



FORMER GERMAN LINER "EUROPA" (RIGHT), WHICH THE FRENCH WERE REFITTING



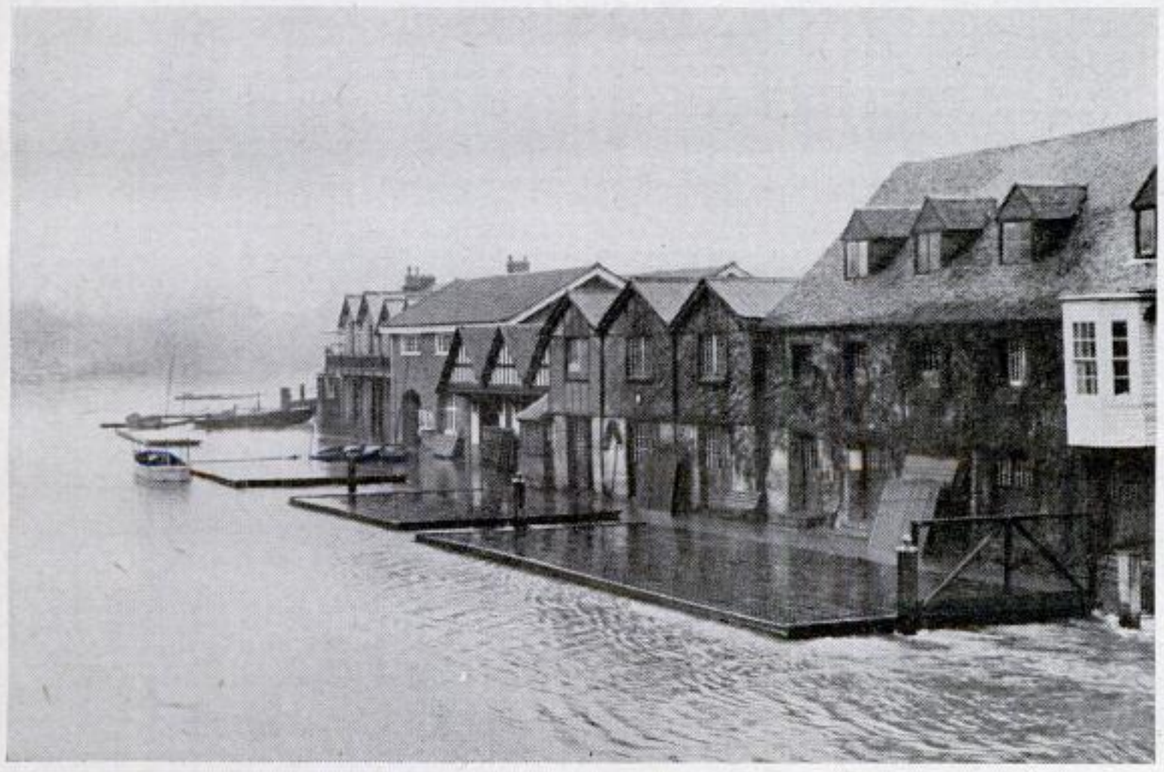
POUNDING SEAS sweep in over boardwalk at Rottingdean, near Brighton, Sussex. At resorts all through England's "sunny south" cottages were swept into the ocean.



STRANDED BUS PASSENGERS have to wade through a flooded road in Marden. Most of the floods were caused by heavy rains that followed in the wake of the gale.

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TO SUCCEED "NORMANDIE," WALLOWS IN LE HAVRE MUDBANK AFTER STORM HAD TORN HER LOOSE AND RAMMED HER INTO THE OLD HULK OF THE "PARIS" (LEFT)



RIVER THAMES OVERFLOWS its banks at Eton, about 47 miles from sea, lapping up at ground level of boathouse buildings. Whole town of Eton was surrounded by water.



IN FLOODED FARMLANDS Scottish farmer tries to save some of his grain harvest. Record month of flood and storms ruined Great Britain's hopes for record yield.

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HOMER LOOMIS JR., WHO ONCE DEFIED PARENTAL AUTHORITY WITH A PAJAMA-CLAD SITDOWN STRIKE IN A NIGHTCLUB, HARANGUES HIS "ANGLO-SAXON" FOLLOWERS

GEORGIA FASCISTS

The state cracks down on sinister, brown-shirted group of "Columbians"

The first openly fascist movement to emerge in the postwar U.S. has had an active and interesting life. Last week it looked as if it were going to be a short one. "The Columbians," as they called themselves, began their recruiting and rabble-rousing in Atlanta, Ga. four months ago. Their ringleaders were Homer Loomis, a former New York playboy, and Emory Burke, an Alabama draftsman who sported a phony English accent. The Columbians loudly attacked Negroes and Jews and flatly announced their intention of setting up a U.S. dictatorship.

Six weeks ago the state of Georgia went quietly to work. New York's Non-Sectarian Anti-Nazi League sent in "spies." At week's end the "Columbians" were accused of planning to dynamite Atlanta's City Hall, police department, newspaper offices. Their two leaders were indicted for possessing the dynamite and for riot. The organization appeared crushed. Whether it might revive under the regime of incoming Governor Gene Talmadge was another matter.

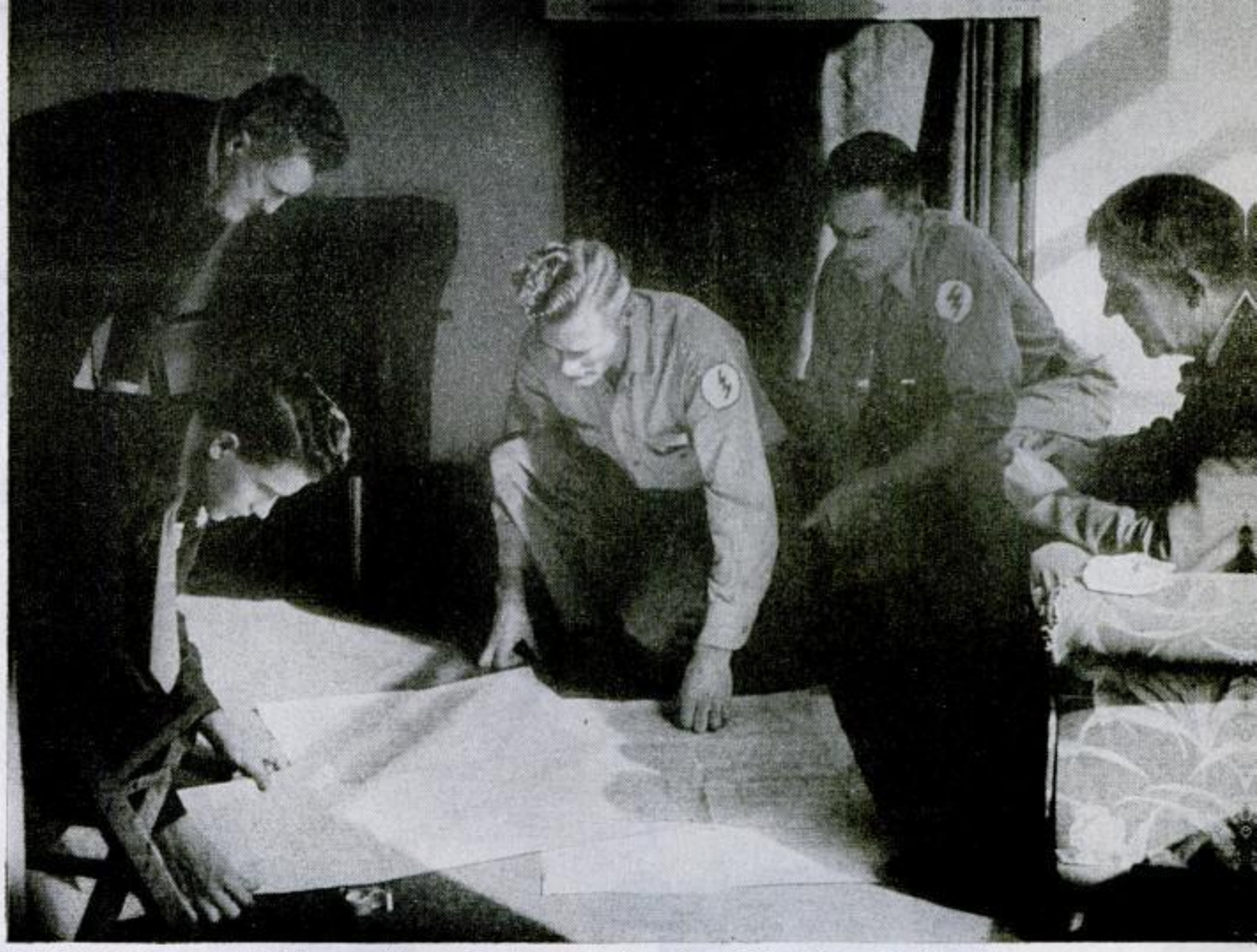
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CHILDERS HOLDS HAND OF GROUP'S CLERK, BETTY PENLAND, IN COURT



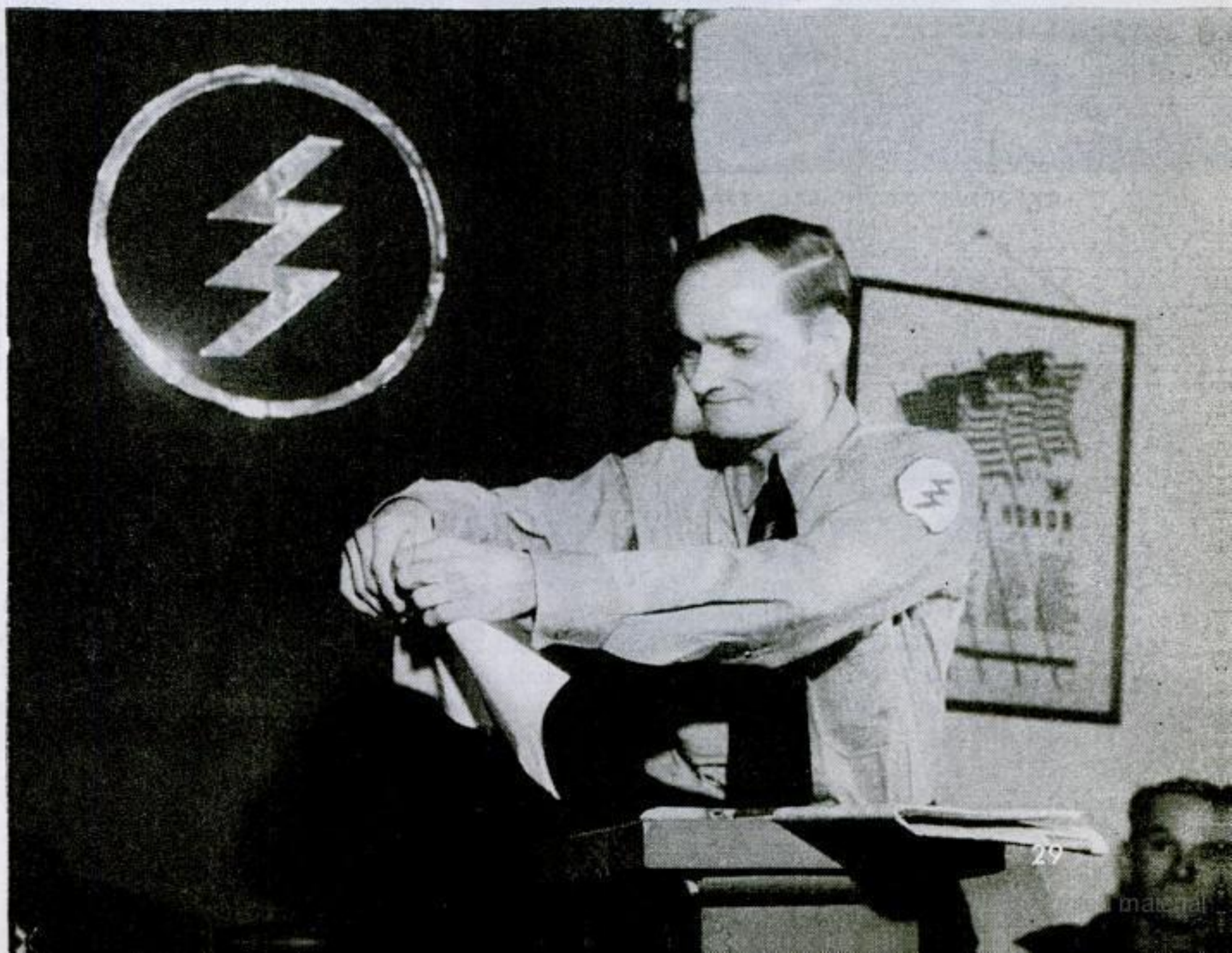
WOMEN IN THE CASE were photographed with Columbian Ralph Childers. When he was taken to court for slugging a Negro, Betty Penland (*top picture*) comforted him. Renée Forrest (*bottom*), Anti-Nazi League "spy," turned up when Childers (*right*) gave evidence to Assistant Attorney General Dan Duke (*left*).



MAPPING THE TOWN according to their own zoning plan, Columbians decide what areas they would permit Negroes to inhabit. Prospective members were asked only three questions by recruiters: 1) Do you hate Negroes? 2) Do you hate Jews? 3) Have you got $3 (initiation fee)?



FORMAL PORTRAIT of organization (*above*) was made while it was still growing. Lightning-flash insignia similar to that of Hitler's SS troops was sewed on surplus U.S. Army uniforms. Below: Burke dramatically tears up Columbians' charter which the state was trying to revoke.



OXFORD FOOT-THE-BALL TEAM DONNED LONG UNDERWEAR AND BRILLIANT SOCKS FOR THE MATCH. ANGRY OPPONENTS EXCHANGED CURSES LIKE "YOU CAD"



BEARDED PLAYERS demonstrate how hats were doffed before hitting ball with head. This was a rule.

OXFORD LOSES AT FOOT-THE-BALL

For reasons which will probably always escape Americans, English university students occasionally like to hold a curious function called a "rag." Last fortnight at the Cambridge-Oxford rag, the undergraduates played each other at "foot-the-ball" which purported to be Victorian-style football. It was played with three balls at one time and the players walked, did not run, through two of the quarters. Cambridge won, 6 to 4. But the excuse for the rag was the costumes and extemporizings. One student made up as a retired general, protected a gouty leg by cutting with a cane at everyone near his wheel chair, swearing fluently. Two monocled dandies strolled through the crowd, talking loudly of Lady Buntingford's difficulty in finding a red carpet. An especial hit was a student attired as a muffin man, who paraded the field calling, "For the love of God, won't someone buy my muffins?"

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A Christmas story...

One day in December, 1902 a lad named Stephan went to work as a packer in a big Buffalo flour mill.

He liked his job. The company liked him. Eventually he became a key production man in the organization.

This year Stephan, who is now a grandfather, is going to give himself the best Christmas present he's ever had. He's going to quit work and take things easy. Each month for the rest of his life he will receive a check providing him with retirement income which has been accumulated for him during his years on the job.

The story of Stephan is the story of some 500 men and women who have been enabled to enjoy comfortable, worry-free days as members of the General Mills Retirement System since its adoption seven Christmases ago. Each of its 9,000 members contributes a percentage of his pay check toward building a retirement income for himself. The company regularly contributes at least a like amount plus sufficient funds to cover other costs of retirement, disability and death benefits.

All in all, there are now over 14 million dollars in this fund—money which is used exclusively for the benefit of retired or disabled General Mills people and for payments to beneficiaries of employees who die.

We tell this story at this time of year because it illustrates one of the ways in which we are trying to help make it possible for General Mills people to create lasting security and many Merry Christmases for themselves and their families.



© 1946, General Mills, Inc., Minneapolis, Minn., makers of Wheaties, Kix, Cheerios, Bisquick, Softasilk Cake Flour, Gold Medal Enriched Flour, Betty Crocker Soups, Larro Feeds, Vitamin Products, Soy Products, Wheat Gluten and Starches, Oat Products, Durum Products, Bakery Flours, Home Appliances.

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Portrait of America's most famous bouquet

OUR ARTIST—as you can see—decided to be *very* realistic in his portrayal of America's most famous bouquet.

And he had the right idea...for those four roses, through long and honored usage, have come to signify just one thing—*a truly magnificent whiskey.*

The Four Roses you are buying today is the finest Four Roses we've ever bottled. And, to us, that means it is the finest whiskey on the market.

• • •

Four Roses is now a Blended Whiskey—a fine blend of 40% straight whiskies, 5 years or more old, and 60% grain neutral spirits. 95.5 proof.

Frankfort Distillers Corporation, New York

FOUR ROSES

AMERICA'S MOST FAMOUS BOUQUET



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WITH FULLY 12 SHOPPING DAYS LEFT BEFORE CHRISTMAS, THE SWARMING SHOPPERS PUSH EACH OTHER THROUGH THE AISLES OF MACY'S DEPARTMENT STORE

CHRISTMAS RUSH

Shoppers overrun New York stores in history's biggest buying spree

From every corner of the U.S. last week, like the storied lemmings which periodically gather together and hurl themselves into the sea, Christmas-shopping citizens assembled and threw themselves into the retail stores. The mobs that stormed New York's Macy's (*above*) and Gimbels' (*see next page*) were symptomatic of the national hysteria which made even last year's record buying spree look mild. Repeatedly Macy's daily sales soared over the million-dollar mark, establishing on Dec. 5 an all-time record of $1,407,989 which seemed likely to topple in the last days before Christmas. Watching the scrimmages among the nylons, the brutal elbowings among the neckties, listening to the whirling of the cash registers, U.S. merchants were smiling happily. They were also wondering how much longer the uncritical U.S. consumer would shop as if it were always Christmas.

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Christmas Rush CONTINUED



BEFORE THE CROWDS CAME to buy presents in Gimbels' toy department on Dec. 9, Christmas Teddy bears and stuffed horses waited in neat rows on the counters.



AFTER THE CROWDS WENT only one stuffed horse (*left*) remained, gazing forlornly at rubbish left behind. In 11½ hours Gimbels' had sold $65,000 worth of toys.



ONE DAY'S RECEIPTS at Gimbels' on Dec. 9 amounted to $704,000. The money was counted in company's cash-control room before being hauled to bank. On Dec. 9, 1939 the store grossed $165,000. Last year on the same date its Christmas sales were $501,000. Gimbels' record day was Dec. 12, when customers paid out $1,600,842.

CONTINUED ON PAGE 80

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"HELLO MAESTRO! WHAT'S YOUR LATEST RCA VICTOR RECORD?"



"THE JONES LAUGHING RECORD," REPORTS SPIKE JONES

On this hilarious record Spike and his City Snickers laugh fit to bust—and so will you! On the other side the City Slickers play *My Pretty Girl*, a merry corn-fed tune. RCA Victor 20-2023.



"IRVING BERLIN MELODIES," REPLIES WAYNE KING

Wayne's smooth new album brings you *Blue Skies, Remember, Always, All Alone, What'll I Do?, Say It with Music* and *A Pretty Girl Is Like a Melody*. Mellow strings and flowing rhythm! . . . Album P-159.



"JALOUSIE," SAYS HERBIE FIELDS

Here's a sensational new record . . . by a sensational new band! You'll hear the exciting Fields arrangements of *Jalousie* (Jealousy) and *Among My Souvenirs*. Both feature Herbie's amazing sax and clarinet playing. RCA Victor 20-1961.



"HEAVEN KNOWS WHEN," SAYS FREDDY MARTIN

This is a beautiful new ballad played in the full, rich Martin manner, with a romantic vocal by Clyde Rogers. On the reverse, Freddy and the band speed up the beat for *Managua, Nicaragua*, the rollicking new novelty hit. RCA Victor 20-2026.

THIS CHRISTMAS GIVE RCA VICTOR RECORDS —THE GIFT THAT KEEPS ON GIVING

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SANTA CLAUS IN HIS TOY-FILLED HELICOPTER SWOOPS DOWN ON ISOLATED BOSTON LIGHTHOUSE, WHERE THE KEEPER AND FAMILY WAVE HIM IN FOR A LANDING

SANTA CLAUS ARRIVES EARLY AT BOSTON LIGHT

At lonely Boston Light, gulls' cries and waves' roar were only whispers compared with the uproar of Christmas-shopping mobs on the mainland (*see pp. 33–34*). Here Christmas came early and oddly. Santa Claus was Edward Rowe Snow, maritime author who arrived in a helicopter on Dec. 11 laden with gifts for the three families who live in isolation on the rocky dollop in Massachusetts Bay. For the grownups he left books and cigars. For the children he left toys and a vivid impression of Saint Nicholas that many readings of *The Night before Christmas* (*pp. 14–16*) will never wipe away.

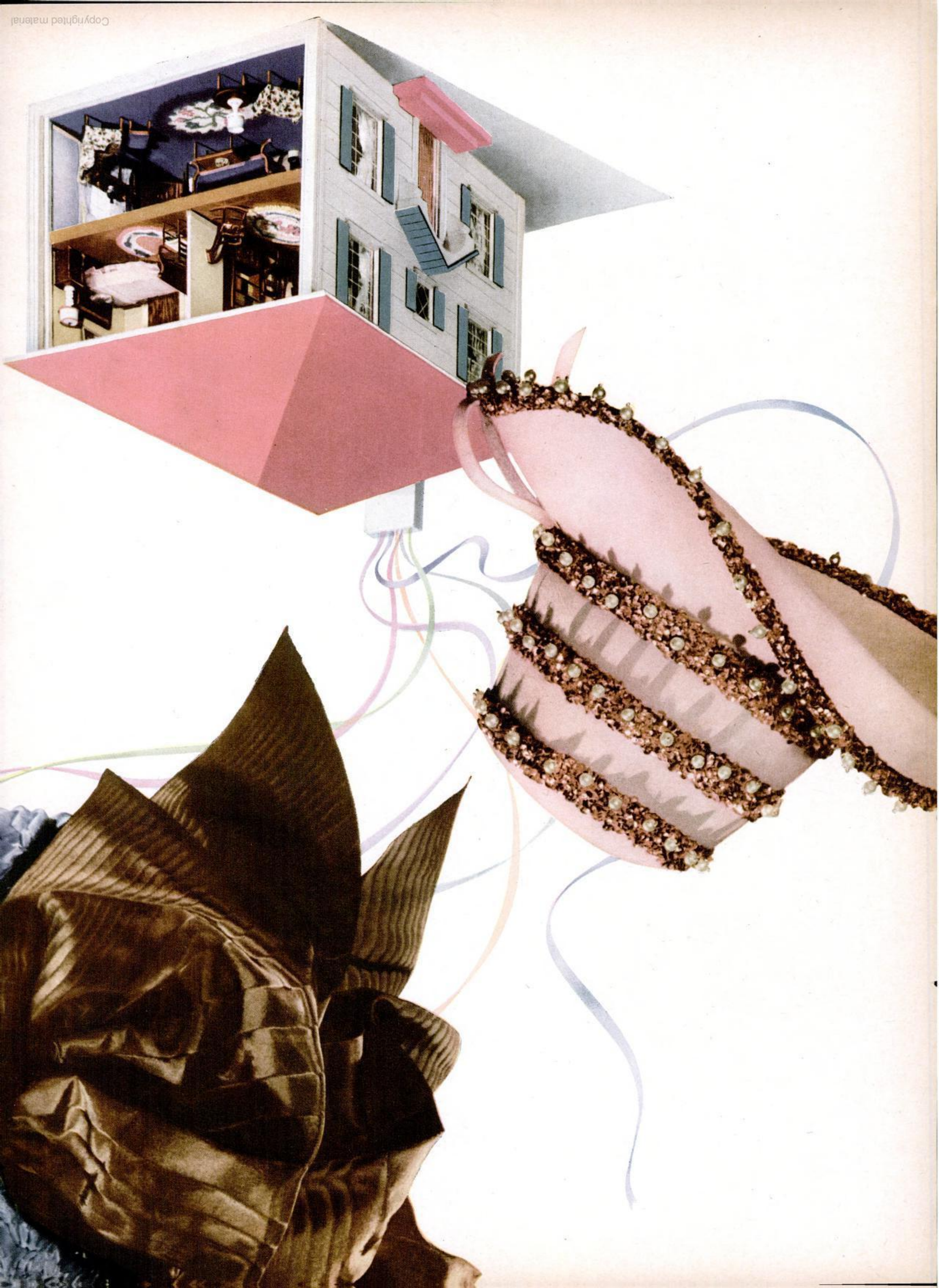
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Seagram-Distillers Corporation, New York

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Ever try translating baby talk into a French hat?



She tried on a mad hat from Paris, then turned to our saleswoman and said, "I'll take it if you'll make one just like it for my doll! Twenty years ago this Christmas I promised my first doll that someday I'd buy her the loveliest hat in Marshall Field & Company. You see, I want that old doll of mine—with her pretty new hat—to be my own little girl's first Christmas doll!"

• • •

The doll and her doll house had both come from Marshall Field & Company, of course—first of the many things that were to be such memorable milestones in a young woman's life. Tricycle, prom dress, diamond, trousseau, wedding gifts—then layette and nursery furniture. Hers could be the story of generations of Chicagoans—and out-of-towners, too—who've almost literally grown up in Marshall Field & Company. This being an inseparable part of the lives of so many people is our proudest possession, our reason for being. We like to think our store is a place where your dreams will turn into the things you want most—and perhaps can't find anywhere else. A fabulous place where you'll always discover something new you'll enjoy, even if it's just an idea. Won't you come see what we have, what we're doing, the next time you're in Chicago?

Marshall Field & Company

CHICAGO

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Here's a chart that's sure to make *last-minute shopping* successful!

There's still time to take care of gifts and guests in the truly grand manner they deserve this year.

For almost any name on your list, fine wine is always welcome. And as for your holiday entertaining . . . surely you wouldn't *dream* of starting this busy season without an adequate "wine cellar." (Even a few bottles *properly selected* may be enough; in many American homes, just two or three types of Cresta Blanca suffice to add the gracious touch to every event.)

For successful last-minute shopping, use the handy chart below.

First, check what you will need in your own home. Then check the chart against your gift list. Your favorite wine merchant will be glad to help you. And remember, whatever your choice, you can't go wrong. For the name Cresta Blanca is, always and everywhere, the mark of the generous giver and thoughtful host.

HEAR "HOLLYWOOD PLAYERS" EVERY TUESDAY EVENING—CBS



THE CRESTA BLANCA WINE CELLAR

Finest of every type . . . for every taste and occasion

SHERRIES



TRIPLE CREAM
Sweet—Supreme quality, exquisitely rich and smooth

DRY WATCH
Extra Dry—Supreme quality, very pale, light

PALOMINO
Dry—Pale amber, "nutty" taste

SOUVENIR
Medium Dry—Golden, well-balanced

ALL-PURPOSE



PORT
Sweet—Ruby red, velvety

MUSCATEL
Extra Sweet—Amber, fine bouquet

TABLE WINES



WHITE

SAUTERNE
Dry—Pale delicate

HAUT SAUTERNE
Medium Sweet—Tangy, fruity flavor

CHATEAU SAUTERNE
Sweet—Golden, full-flavored

CHABLIS
Extra Dry—Pale, fragrant

RIESLING
Extra Dry—Pale, delicately tart

RED

BURGUNDY
Dry—Full-bodied, robust flavor

CLARET
Dry Light-bodied, fresh bouquet

SPARKLING WINES



CHAMPAGNE
Extra Dry—Pale, superbly delicate

PINK CHAMPAGNE
Delicate tartness, flowery bouquet

SPARKLING BURGUNDY
Medium Dry—Fragrant, matchless flavor

VERMOUTH



SWEET
For smoother Manhattans

DRY
For perfect Martinis

From the finest of the vines

CRESTA BLANCA

California Wines

THE CREST OF QUALITY WINE SINCE 1889

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WITH NAPKINS TUCKED UNDER THEIR CHINS ACCORDING TO FRENCH CUSTOM, 200 NEW YORK GOURMETS AWAIT A FINE DINNER AT THE WALDORF-ASTORIA

EPICURES' DINNER

Elaborate New York feast honors Escoffier, greatest French chef

The well bibbed-and-tuckered gourmets above are New York chefs, hotel owners and businessmen happily anticipating the sumptuous annual dinner of their society, Friends of Escoffier. The man whose memory they honor, Auguste Escoffier, born 100 years ago, was not only famous as the cook of such kings as Edward VII, Napoleon III and Kaiser Wilhelm but is revered today by chefs and connoisseurs as the king of cooks. He once said that "the inventor of a new dish confers more happiness than the discoverer of a new planet."

Following strict custom, the epicures, whose guests included French Ambassador Henri Bonnet, solemnly avoided liquor, tobacco, talk about business or anything likely to disturb full appreciation of the six courses prepared according to the master's recipes (*see menu, right*). Sipping five appropriate wines ("How," asked Escoffier once, "can you expect the fat to dissolve without the heat of wine?"), the disciples champed and savored their way from the turtle soup through the partridge, flown over specially from France, to the *pièce de résistance*, "The true Peach Melba 'Escoffier.' "

LE MENU DU CENTENAIRE DE LA NAISSANCE DU MAÎTRE

Dry sack

FUMET DE TESTUDO, AU VIEUX MADÈRE RETOUR DES INDES
TORTILLONS LUCULLUS
Testudo broth with an exotic flavor. Special Lucullus Crusts

Chablis 1929

LA PRINCESSE DE LA MANCHE DANS SA ROBE DORÉE
ACCOMPAGNÉE DE
LA SAUCE AUGUSTE ET D'UNE ÉTUVÉE DE FENOUIL
Imported Channel Sole with Sauce Auguste . . . a new creation. Specially prepared Fennel

Château Margaux 1940

DES GUÉRETS DE L'ILE DE FRANCE, GRÂCE À AIR-FRANCE* LE CHOIX DU GOURMET
EN CASSEROLE VILLENEUVE-LOUBET
EFFILÉE DE VERDURE À LA FRANÇAISE
BEIGNETS D'IGNAMES
Thanks to Air-France . . . Partridges from France, in casserole with slivered greens prepared in the French manner*

LE PÂTÉ EN CROÛTE STRASBOURGEOISE
ET LA SALADE CÔTE D'AZUR
Pâté in crust with its particular Salad

Casanove 1933

LA VÉRITABLE PÊCHE MELBA "ESCOFFIER"
SERVIE AVEC LA
BISCOTTINE AU PRALIN
The true Peach Melba "Escoffier" with Hazelnut Biscottine

Hine Brandy

LE NECTAR DES ILES DE CARAÏBES
Caribbean Nectar

*The Partridges served to-night were 'flown' from France by AIR-FRANCE whose gracious contribution and remarkable efficiency we gratefully acknowledge.

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The Red Caps are Coming!

The Red Caps you see here are a cheerful symbol of Carling's Ale. . . . Heretofore Carling's has been limited in supply—but now that things have eased up a bit Carling's is blossoming out in all the 48 states. The Red Caps are coming everywhere.

If you have not yet had the Carling's experience, you'll find that it's better—not *bitter*. Deliberately different. A light, bright flavor, cross-blended for the American taste.

And now, friend, Caps off to a Happy Holiday!

BREWING CORPORATION OF AMERICA
Cleveland, Ohio

CARLING'S ALE

Carling's production is rising rapidly. So keep asking for it—at your club, your favorite restaurant or tavern, your near-by store.

BORN IN CANADA (1840) NOW GOING GREAT IN THE 48 STATES

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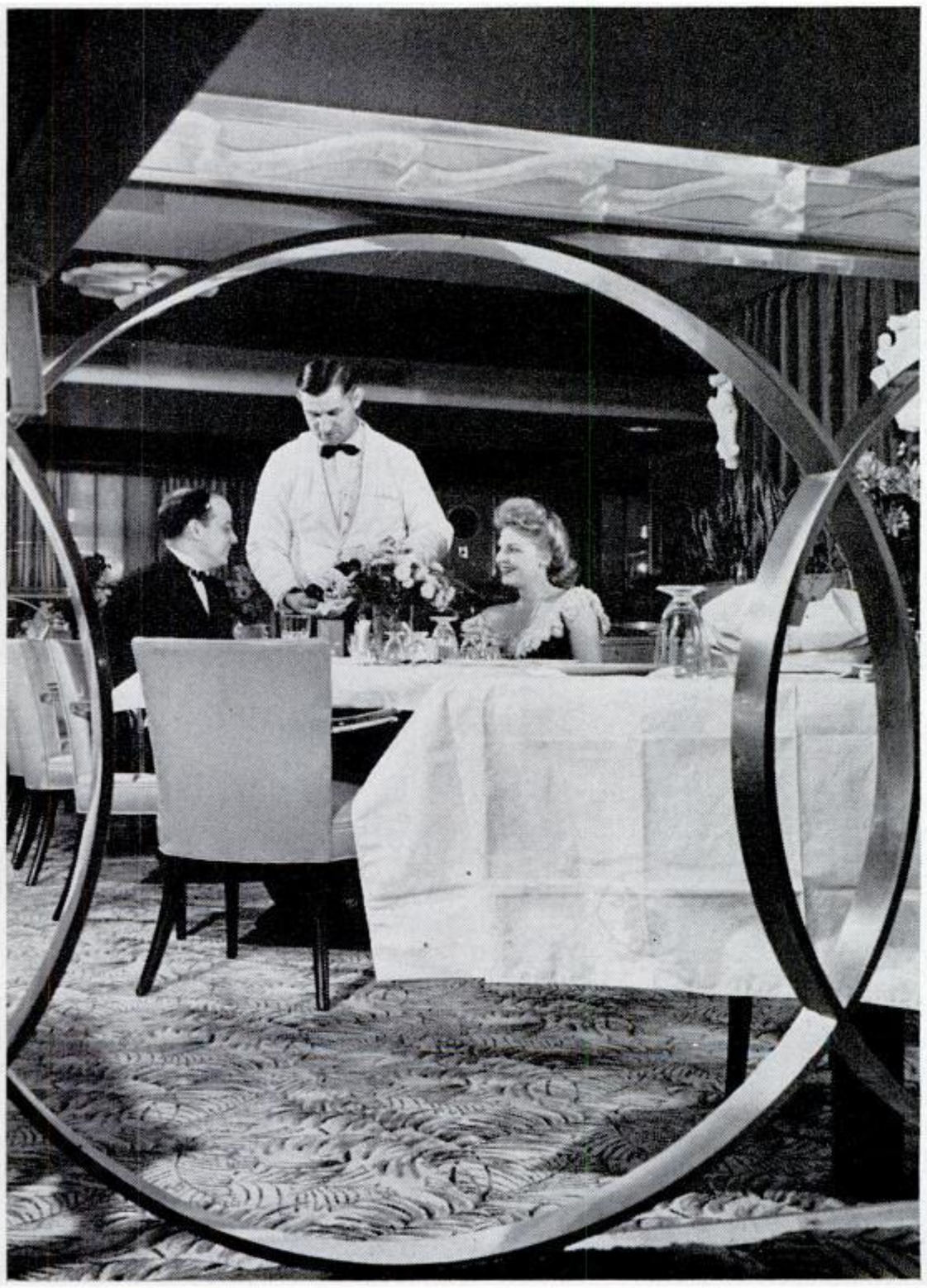
NEW S. S. "DEL NORTE" KEEPS A SHIPSHAPE APPEARANCE, WITH DUMMY FUNNEL USED FOR RADIO OFFICE. SMOKESTACKS ARE TWO SLIM PIPES JUST AFT FUNNEL

NEW LUXURY LINER

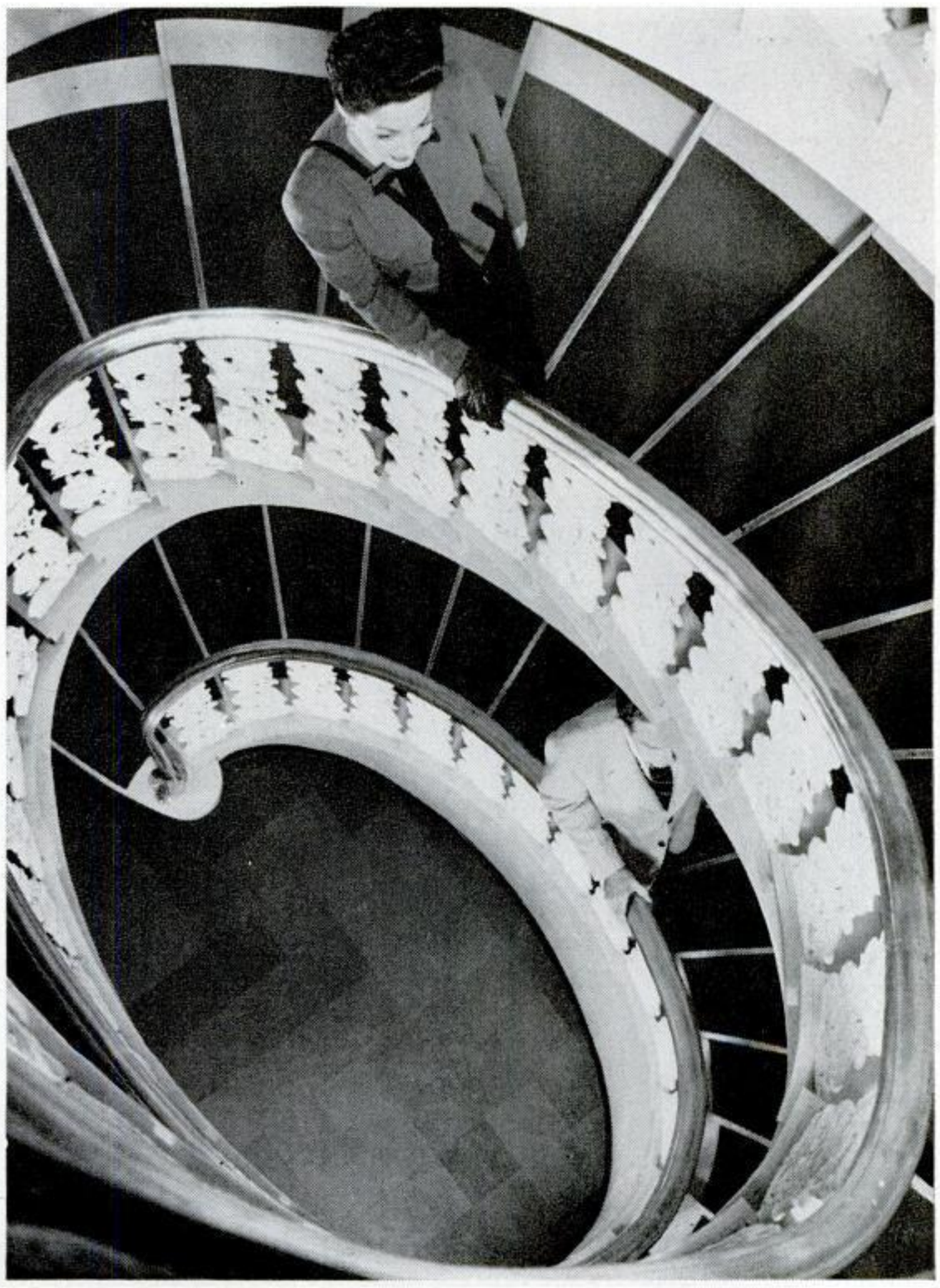
S. S. "Del Norte" is first of small but well-appointed cruise ships

The first major U.S. liner built since the end of the war sailed down-river from New Orleans last fortnight on her maiden voyage to Rio, Montevideo and Buenos Aires. Named the S.S. *Del Norte*, the new 10,000-ton liner has a shipful of postwar trimmings. Her interiors are fitted with aluminum and glass (*below*). She is completely air-conditioned even to her crew's quarters. Her staterooms have large sash windows instead of gloomy portholes. Like most of the nine liners now under construction in U.S. shipyards, the *Del Norte* is a combined passenger-cargo vessel. It has space for 120 passengers and 7,500 tons of cargo.

The ship's most radical innovation is a streamlined superstructure (*see above*), developed by her designer, George G. Sharp, who believes that the huge conventional funnels are outmoded. Bowing to traditions of naval architecture, however, Designer Sharp compromised with a squat aluminum funnel which is actually used for office space.



DINING SALOON is brightly decorated with aluminum and glass fittings. Here New Orleans Mayor deLesseps S. Morrison, inspecting the ship, dines with his wife.



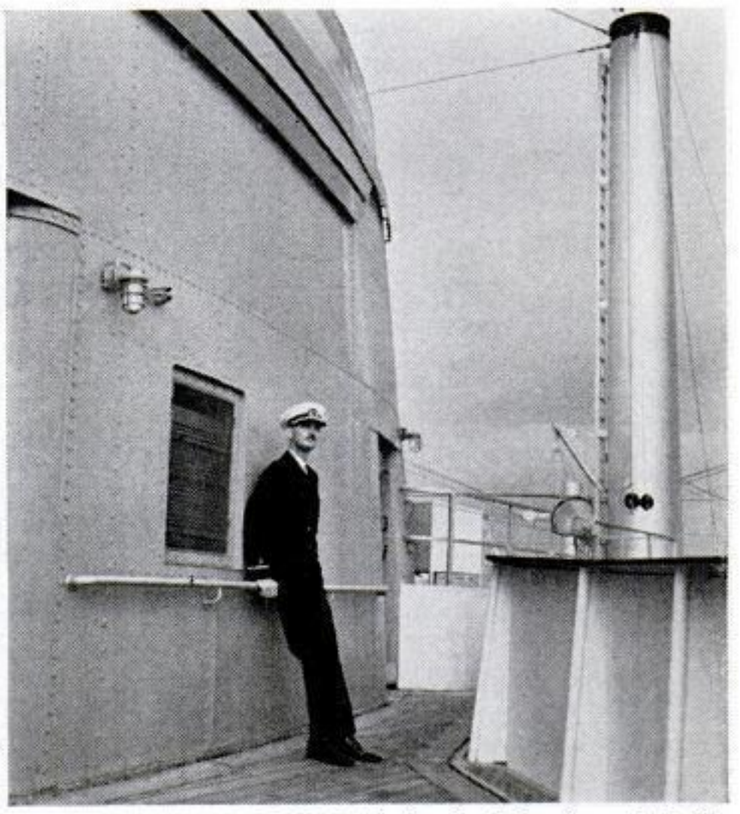
SPIRAL STAIRWAY, which connects the four main decks of the *Del Norte*, has an aluminum rail and decorations on balusters. Passengers may also use ship's elevator.

CONTINUED ON NEXT PAGE

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IN STATEROOM Mayor and Mrs. Morrison relax during his inspection. Air-conditioning unit, jutting into the center of the room, separates the beds from other furniture. Large-mirrored dressing table is at left foreground.



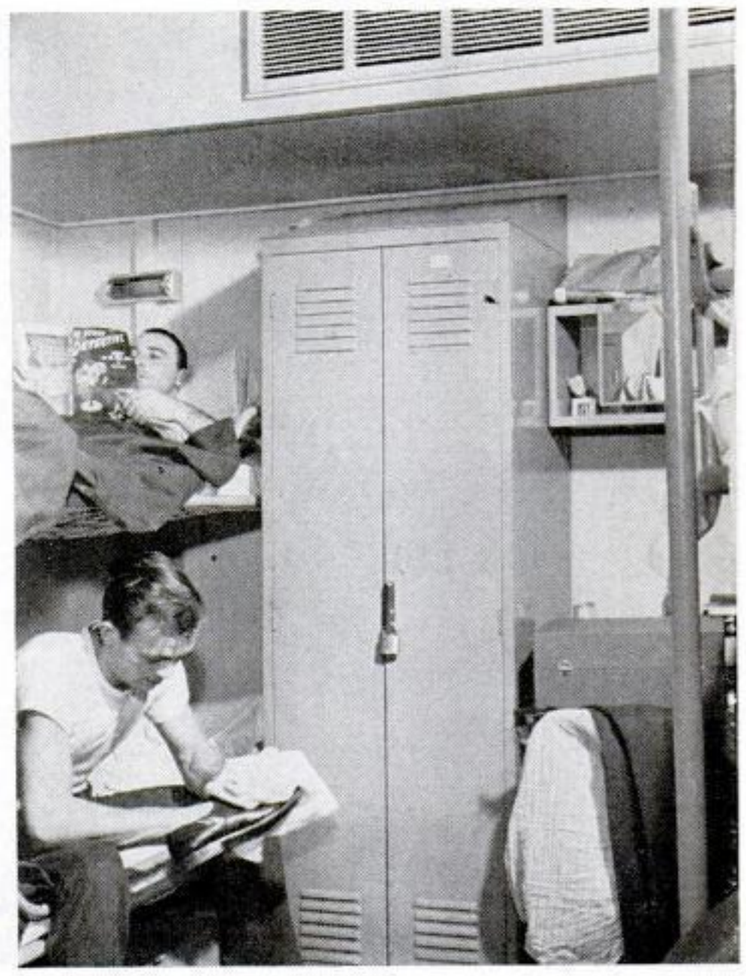
SHIP'S RADIO OFFICE is in the false funnel (*left*). One of two real stacks sticks high above the deck (*right*).

LAVISH BUT SMALL, SHIP IS ECONOMICAL TO RUN

Though a small ocean liner, the *Del Norte* is one of the most luxurious ships afloat. As such she is setting the pattern for the compact passenger-cargo ship which U. S. operators find more economical than huge all-passenger ships like the *Queen Elizabeth*. *Del Norte's* staterooms are all outside rooms, are appointed like fashionable apartments with beds instead of bunks (*left*). Opening onto the ship's promenade are three public rooms separated by heavy glass walls (*bottom left*). The outdoor swimming pool is bordered by a strip of sand-colored tile which the owners, Delta Line, guardedly call a beach. Powered by steam, the *Del Norte* drives along at 18 knots. Travel-hungry Americans have booked all sailings through 1947. New Orleans, eager for more of this tourist trade, is calling itself the "Gateway to South America" and is now anxiously awaiting delivery of two sister ships, already launched by the Ingalls Shipbuilding Company in nearby Pascagoula, Miss.



PROMENADE DECK is social center of ship. It has a cafe (*foreground*), a bar with murals of New Orleans Mardi Gras and a large hall or lounge (*background*). An airy, spacious effect is created by the use of glass walls.



CREW'S QUARTERS, which are roomier than those of older ships, are also air-conditioned. Crew totals 124.

CONTINUED ON PAGE 47

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IT'S EASY...WHEN YOU KNOW HOW!

And what could be easier than saying "G-E", *next time you buy lamp bulbs!* For that's the simple way to get the benefit of more than sixty years of General Electric lamp research—all aimed at making G-E lamps *Stay Brighter Longer.*

Already this research has brought you such important improvements as the familiar inside-frosted lamp, the modern fluorescent lamp, the new Circline fluorescent lamp, the Photo*flash* lamp, the Germicidal lamp, the all-glass Sealed Beam headlamp . . . and others are coming!

So, when you buy lamps for your home or business . . . lamps for any lighting need . . . insist on G-E quality. *Be sure to look for lamps marked G-E!*

TAKE HOME SOME G-E LAMPS TONIGHT AT THESE LOW PRICES:

25, 40 and 60 watt	11¢
75 and 100 watt	15¢
150 watt	20¢
100-200-300 watt (3-lite)	55¢
40 watt fluorescent	$1.00

plus tax

G-E LAMPS

GENERAL ELECTRIC

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PART OF THE AMERICAN SCENE

White Christmas



"Toward Evening," a twilight snowscape by Ernest Fiene, whose paintings hang in the Metropolitan Museum, the Art Institute of Chicago, the Detroit Art Institute, and other collections

and it's Maxwell House wherever you go

Snow for Christmas—perennial hope for the holidays! Snow to waken the sleighbells . . . to wrap the houses in festive white . . . to embroider the trees with beauty. Part of our Christmas tradition—part of our American Scene.

And indoors, by the festive Christmas fireside, Maxwell House too is part of the American scene, for it is America's favorite coffee. Today Maxwell House is enjoyed by *more* people than any other brand of coffee in America for its rich, *extra* flavor!

Many choice Latin-American coffees are blended by experts to give Maxwell House that satisfying *mellowness . . . vigor . . . richness . . . full body.* Then "Radiant Roasting" develops the *full* flavor goodness. That's why, North, South, East, or West, it's Maxwell House wherever you go!

Tune in . . . Maxwell House Coffee Time . . . starring George Burns and Gracie Allen, NBC, Thursday night.



Good to the Last Drop!

No wonder it's bought and enjoyed by more people than any other brand of coffee in America!

A Product of General Foods

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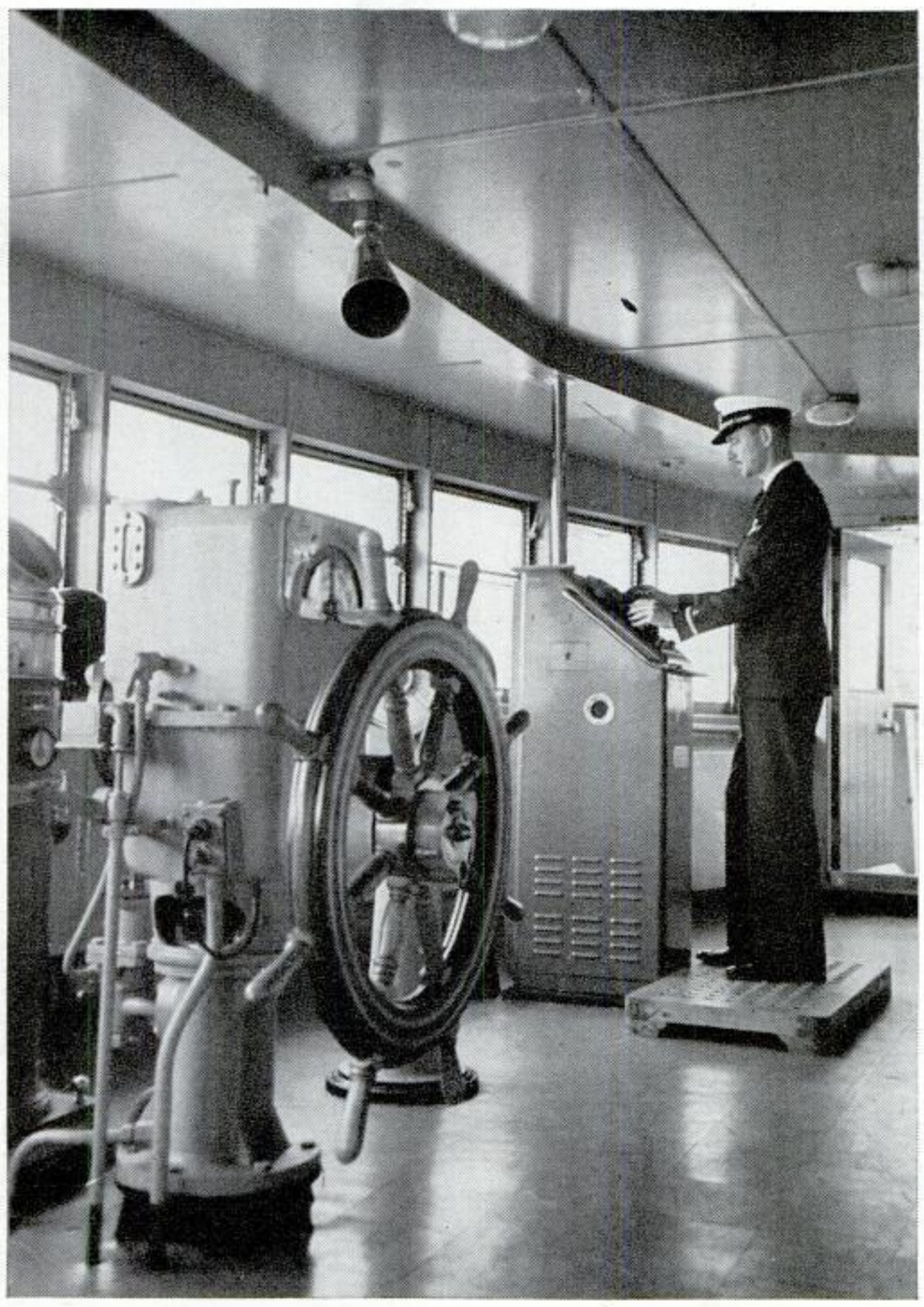


Our custom is limited to those few men in each community who want a finer hat, and to whom price is secondary.

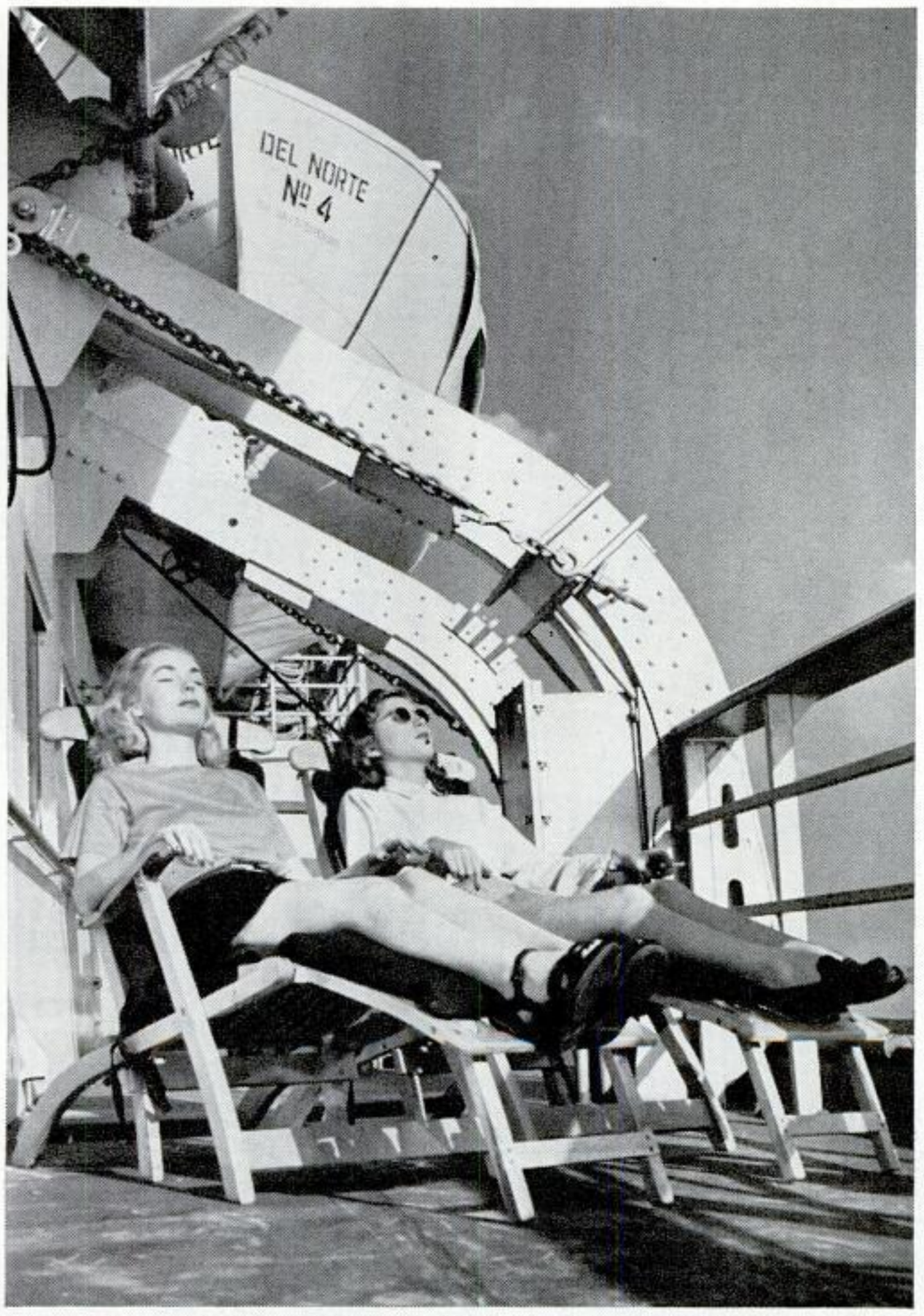
DISNEY
Hatmaker since 1885



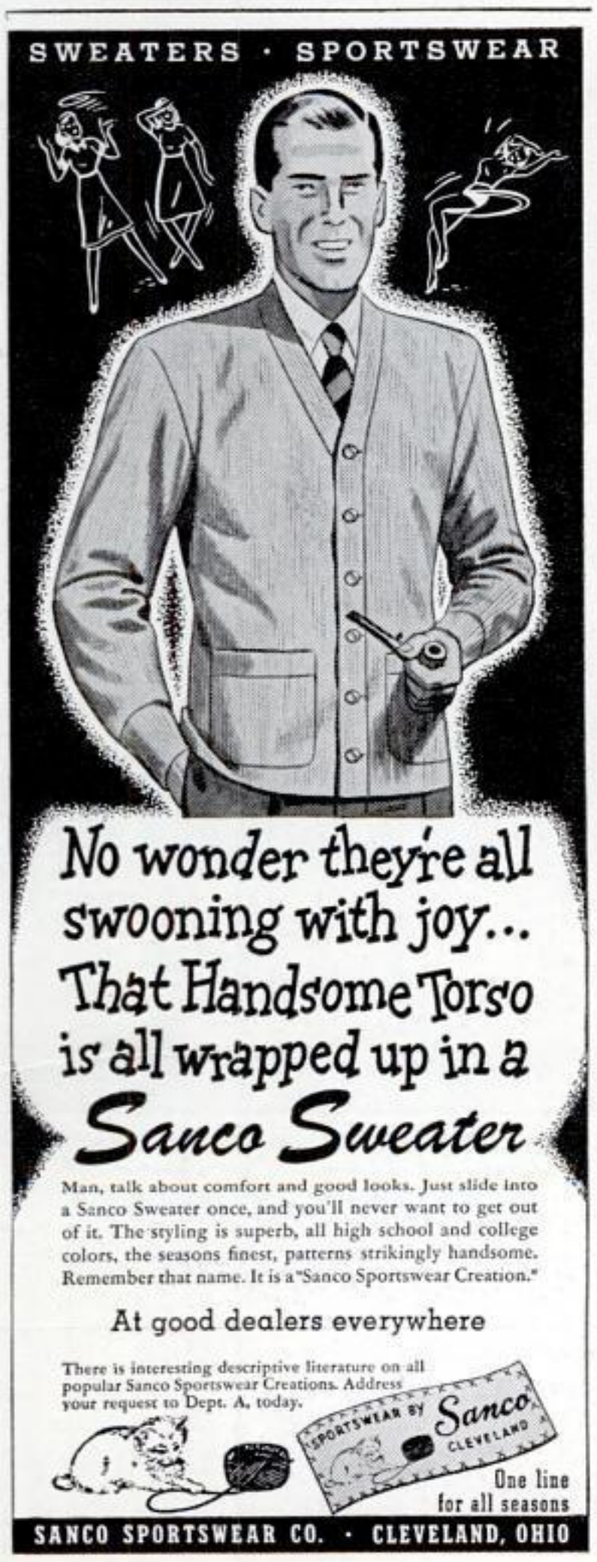
write for the Disney hatter in your community... Disney, Inc., 358 Fifth Ave., New York 1, N. Y.



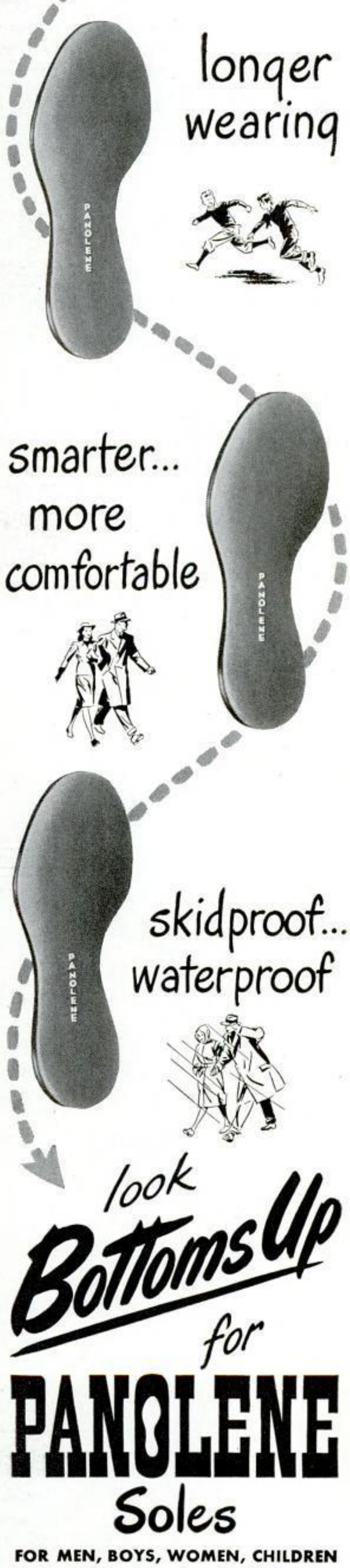
RADAR UNIT, manned by officer, has an illuminated scope which shows the position of other ships at night and during fog and storm to prevent collision.



ON THE BOAT DECK two models bask peacefully in deck chairs. Lifeboats are aluminum. Two are equipped with hand-operated propeller instead of oars.



Buy Shoes Bottoms Up!



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THE MOST DRAMATIC SCENE I EVER PLAYED

Six of Hollywood's top stars select their most stirring moments on the screen.



Tyrone Power



Gene Tierney



John Payne



Anne Baxter

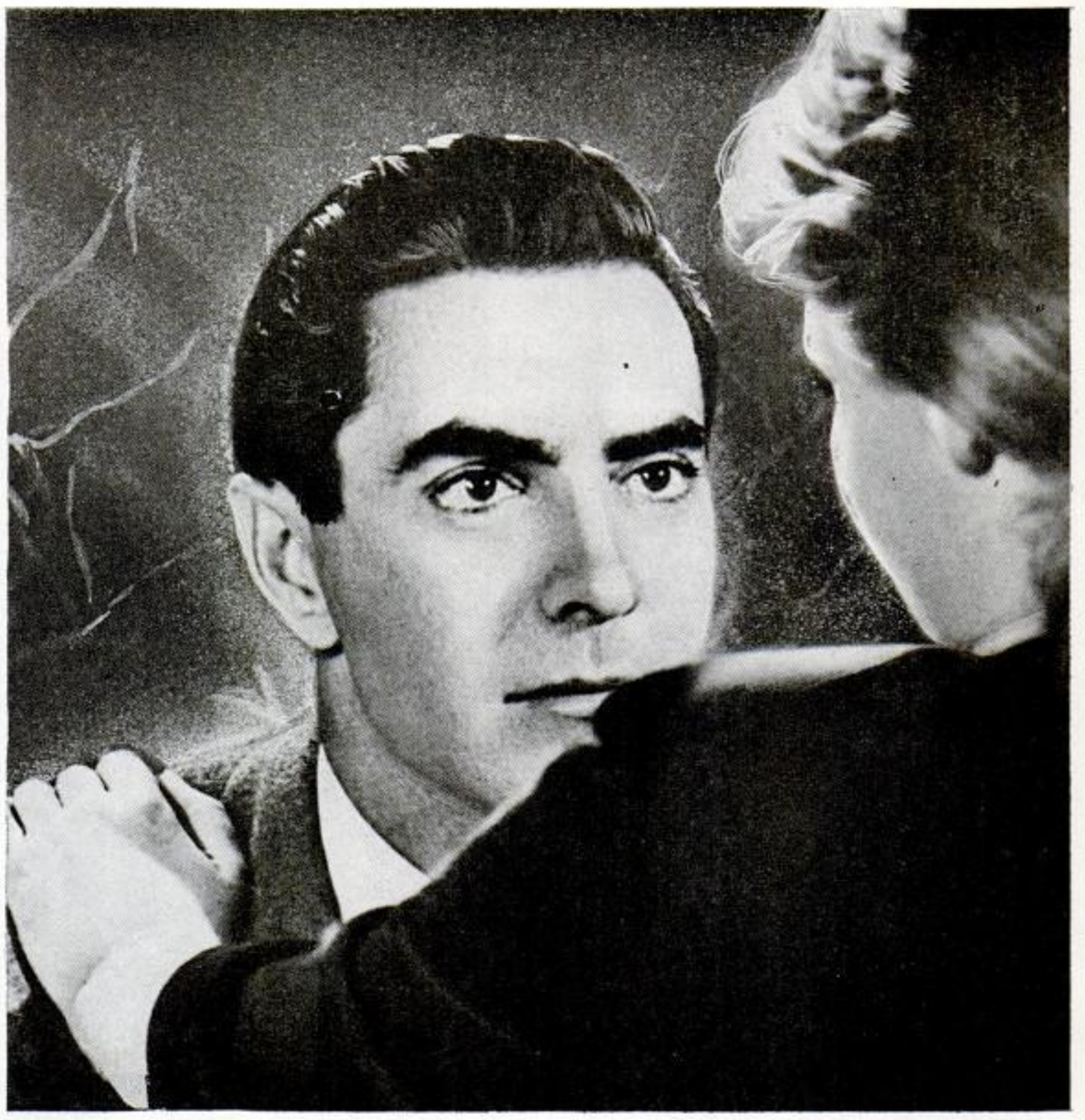


Clifton Webb



Herbert Marshall

20th CENTURY-FOX



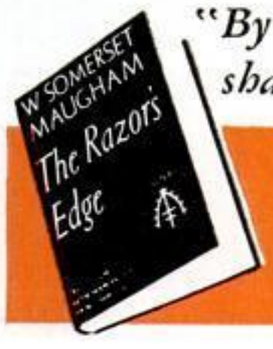
TYRONE POWER AS LARRY DARRELL

"No arms are strong enough to hold me . . . to keep me from Isabel's"



ANNE BAXTER AS SOPHIE NELSON

"By this time, I am completely without shame . . . I am in a frenzy of despair"



in *Darryl F. Zanuck's* production of

W. SOMERSET MAUGHAM'S

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GENE TIERNEY AS ISABEL BRADLEY

"I suddenly realize his is a hunger no earthly love can satisfy"



JOHN PAYNE AS GRAY MATURIN

"It is time for us both to know that our love has been a sham"



CLIFTON WEBB AS TEMPLETON

"The frightened look in her eyes makes me understand my own depravity"



HERBERT MARSHALL AS MAUGHAM

"I am utterly shocked as Isabel reveals her true evil self to me"

THE RAZOR'S EDGE

PRODUCED BY DARRYL F. ZANUCK · DIRECTED BY EDMUND GOULDING

SCREEN PLAY BY LAMAR TROTTI

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Animal, vegetable, or mineral?

If this charming little fellow is what he eats every day, he's all three—animal, vegetable, *and* mineral.

The nutrition story on this youngster is an important war record.

He came in a year when this country was setting an all-time high in number of babies born. Hospitals were crowded, food rationed, everything pretty much topsyturvy. But he got what he needed to build that sturdy little body. The babies in most of the rest of the world were (and still are) badly undernourished.

A healthy, husky boy is a good symbol of the U. S., and we're glad we had a hand in helping supply him with plenty of the right foods. National Dairy is in the food business, with emphasis on milk and milk products.

Youngsters like this one are a symbol of something more to us—*they're a sign that America is growing fast.* The population's multiplying—there are more mouths than ever to be fed.

That's a big job. But National Dairy is organized to bring to it the specialized talents of many people—people who know food and recognize its importance in building a better and healthier America.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.

Kraft · Sealtest · Breyers

NATIONAL DAIRY
PRODUCTS CORPORATION
AND AFFILIATED COMPANIES

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The Life of Christ

Scenes from the Paintings by Fra Angelico

THE pictures reproduced on the following pages have seemed holy to many people; perhaps they truly are. They were painted nearly 500 years ago and were placed, along with 26 others, as panels on the doors of a cupboard in the Church of the Holiest Annunciation in the Italian city of Florence. The Tuscan artist who, with the assistance of some pupils, painted the panels, received the title Blessed from the Church; the Blessed Giovanni of Fiesole, he is called. In his own Dominican order he became known after his death as the Angelic Brother, or Fra Angelico.

Fra Angelico lived from 1387 to 1455, a century after the medieval genius Giotto, the great forerunner of Renaissance art. A man of simple, pious character whose spiritual ideals were close to those of St. Francis of Assisi, he softened Giotto's noble and dramatic style into one of lyric tenderness. Fra Angelico delighted in the beauty of nature, in the sensuous, jewellike brilliance of simple primary colors. He became one of the gentlest and most appealing lyric painters of the Italian Renaissance.

The most interesting thing in the brief biography of Fra Angelico, written by the 16th Century art historian Vasari, is the story that he never retouched a painting once it was finished but "left it as it was, believing, as he said, that it was the will of God." Being a monk, a man who devoted his life to serving God and his art to showing God's glory, the artist had a conception of the meaning of God that was perfectly direct. God was his Creator; He was the spring of his being at every instant, the final designer from whom his little designs were derived. A given line might strike him as faulty when he finished, but God had allowed it and the will of God was faultless.

For all his piety Fra Angelico did not have a cloistered mind. He studied the achievements of the sculptors and architects who were most original in his time. He was among the first Renaissance artists to depict the nude, to introduce forms from classic architecture and to paint spaciousness into the landscape and the blue sky. Famous and much sought-after, despite his love of monastic seclusion, Fra Angelico executed commissions for the celebrated Medici family in Florence and went to Rome to do some frescoes for the Pope. While there, according to Vasari, he was offered the post of archbishop of Florence, but declined modestly, saying "he did not feel capable of ruling men." Later he became prior of the monastery of Fiesole near Florence. His world, Florence in the 15th Century, was full of ferocity and wealth and style; the costuming and canorous pageants so popular in the city of the Medicis are reflected in some of these paintings. Fra Angelico's art is a product of a unique moment in history for he worked during those few years when worldly vitality and medieval piety lived gracefully together.

THE war did not harm Fra Angelico's panels on the life of Christ, which are now in the Uffizi Gallery in Florence. They were done in tempera on wood and are all small, 15 inches square except for one which is double that in length. Fra Angelico believed, with his Church, that the Prophets of the Old Testament had foretold God's incarnation and that the Gospels of the New Testament reported the event. In each picture, accordingly, there are two scrolls, the one at the top quoting a passage of Old Testament prophecy, the one at the bottom quoting the New Testament on the incident by which the prophecy was fulfilled.

After looking at art of the Renaissance which they judge greater than his, critics return to Fra Angelico's pictures as to a perfection and charm indefinable in painterly terms. Symonds, the great English critic, found for this charm the phrase "heaven-reflecting lakelet." Berenson, the distinguished American connoisseur, concluded of this Dominican monk's work that there was nothing "in the whole world of art more rejuvenating."

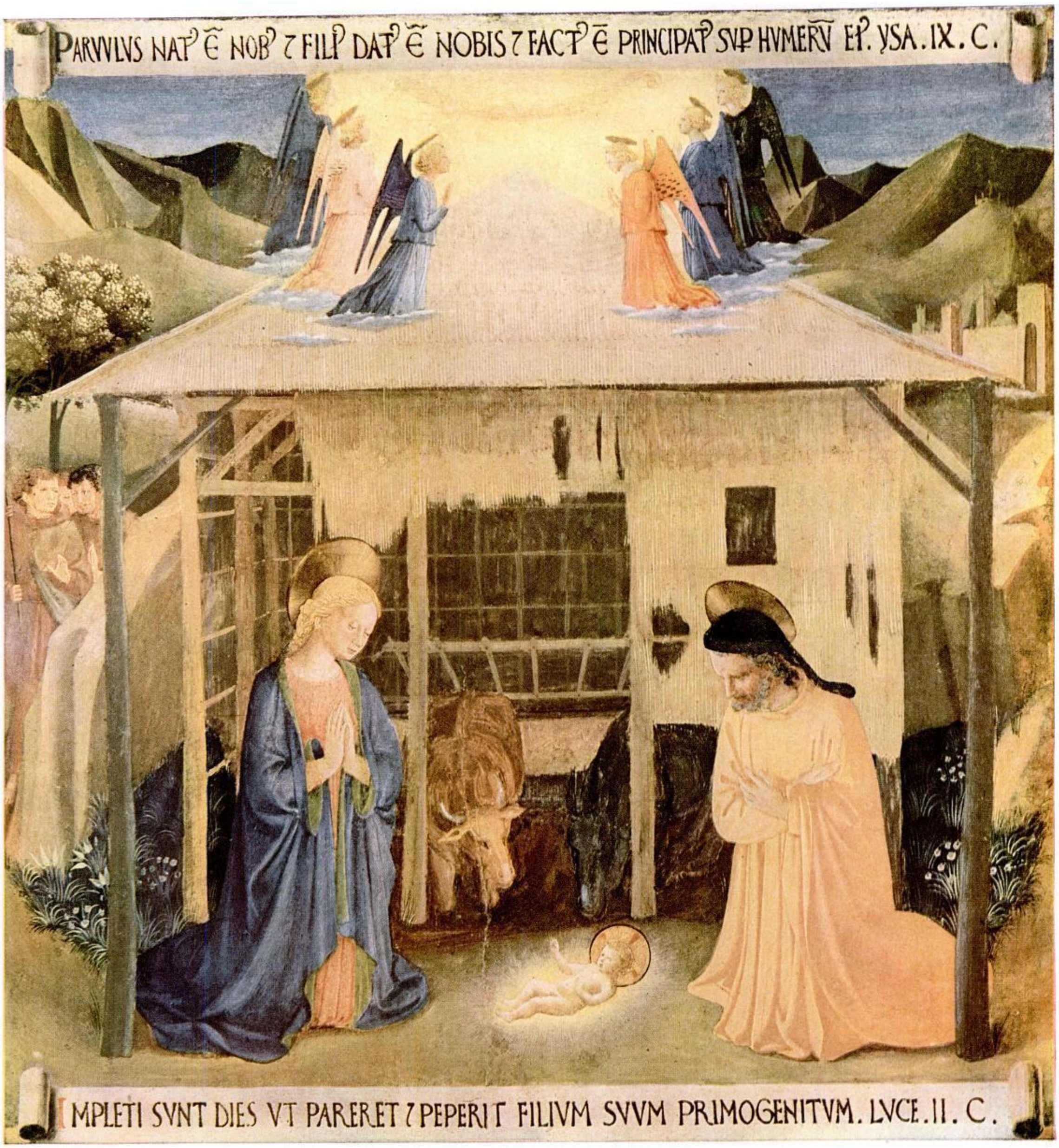
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The Annunciation

At the top of this panel is written, "Behold, a virgin shall conceive and bear a son, and shall call his name Immanuel," the prophecy of Isaiah which was to be fulfilled in the birth of Christ. The setting of Fra Angelico's Annunciation is classic and simple. Nothing is done to lessen the suggestion of mystery in the serenity of the whole. The bright-colored wings of the messenger angel heighten the serenity to happiness. The stillness, as well as the clear, pale light, suggests early morning, as the Virgin hears the declaration to her, "Behold, thou shalt conceive in thy womb, and bring forth a son, and shalt call his name Jesus."

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The Nativity

The lower scroll quotes the quiet second chapter of Luke: ". . . the days were accomplished that she would be delivered. And she brought forth her first-born son. . . ." But the golden morning here depicted more nearly suggests the joy in the words at top, from a passage in the ninth chapter of Isaiah: "The people that walked in darkness have seen a great light: they that dwell in the land of the shadow of death, upon them hath the light shined. . . . For unto us a child is born, unto us a son is given, and his name shall be called Wonderful, Counsellor, the mighty God, the everlasting Father, the Prince of Peace."

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The Flight into Egypt

Above this scene is a paraphrase of a part of the 55th Psalm: "Fleeing, I have gone far away, and have remained in solitude." Beneath is a quotation from Matthew's account of the angel's warning to Joseph at the time of Herod's edict: "Arise, and take the young child and his mother, and flee unto Egypt." The Virgin's face has been changed very delicately by the experience of motherhood. The daylight falling on Joseph's robe markedly differs from the golden radiance that came from the child in the Nativity. Here the Renaissance interest in nature and the world about man is apparent in the attention paid to landscape.

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The Raising of Lazarus

The upper scroll, paraphrasing the prophet Ezekiel, says, "I will lead you from the graves, my people," and the New Testament line is adapted from John: "Jesus cried with a loud voice, Lazarus, come forth. And at once he that was dead came forth." The picture portrays the great miracle of Christ. Lazarus, four days dead, has just emerged from the tomb at Christ's command. The marveling apostles at Christ's back, the awed sisters kneeling at His feet, have too much faith to be frightened, but the figures at the left are, and the beautiful recoiling swirl of their motion accents the stillness of the man recalled from death.

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The Last

Here all the souls ever born into the world, reunited with their bodies, face the perfect justice of Christ as God; either they join the blessed and the saints in heaven or depart into hell forever. The line above roughly quotes the prophet Joel: "Let the peoples come up to the valley of Jehoshaphat: for there will I sit to judge all." And Matthew: "He shall sit upon the throne of his glory and shall judge the good and the bad." The words of Christ, as given by Matthew,

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Judgment

are quoted below: "Come, ye blessed of my Father, inherit the kingdom . . ." and "Depart from me, ye cursed, into everlasting fire. . . ." At right among the figures of saints who sit at the left of God's throne is the Virgin Mary; beside her sits Peter. At the left of this group, a red star in his halo, is St. Dominic, founder of Fra Angelico's order. On the right the first figure is that of St. John the Baptist, the precursor of Christ, wearing his garment of camel's hair.

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The Betrayal

Officers and soldiers from the chief priests and Pharisees came with Judas to arrest Jesus in the Garden of Gethsemane, and John says, "As soon then as he had said unto them, I am he, they went backward and fell to the ground." Here the patterns made by the fallen figures are as rich as a tumbling of jewels, yet the picture is cool and quiet, dominated by the serenity of Christ and the three apostles. The upper scroll comes from Psalms: "He who did eat of my bread, hath lifted up his heel against me." The inscription below follows Matthew: "And forthwith Judas came to Christ and said, Hail, Master, and kissed him.

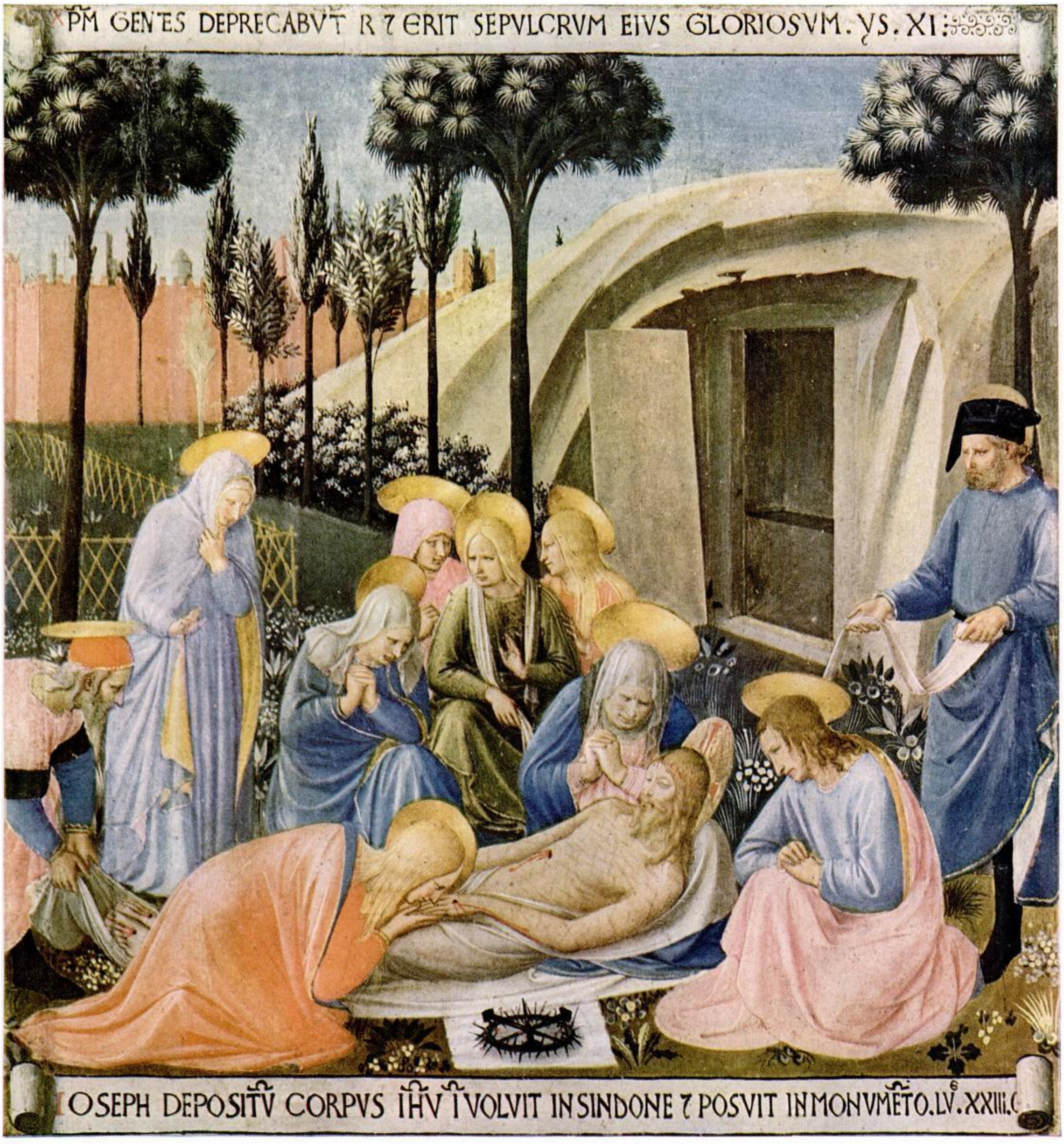
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Christ Bearing the Cross

The scroll above quotes Isaiah: "He is brought as a lamb to the slaughter." Below is a paraphrase of John's Gospel: "Bearing his cross Christ went forth and came unto a place called Calvary." Here the slow-winding, forward progression of all the figures is countered by the bold swing of the soldier's bright tunic, the one element of violence in the design. Christ turns back toward the women to say, "Daughters of Jerusalem, weep not for me. . . ." Banners and shields bear the proud initials of authority, S.P.Q.R., Senatus Populusque Romanus, and the scorpions symbolize the falsity and malice of those who crucified Christ.

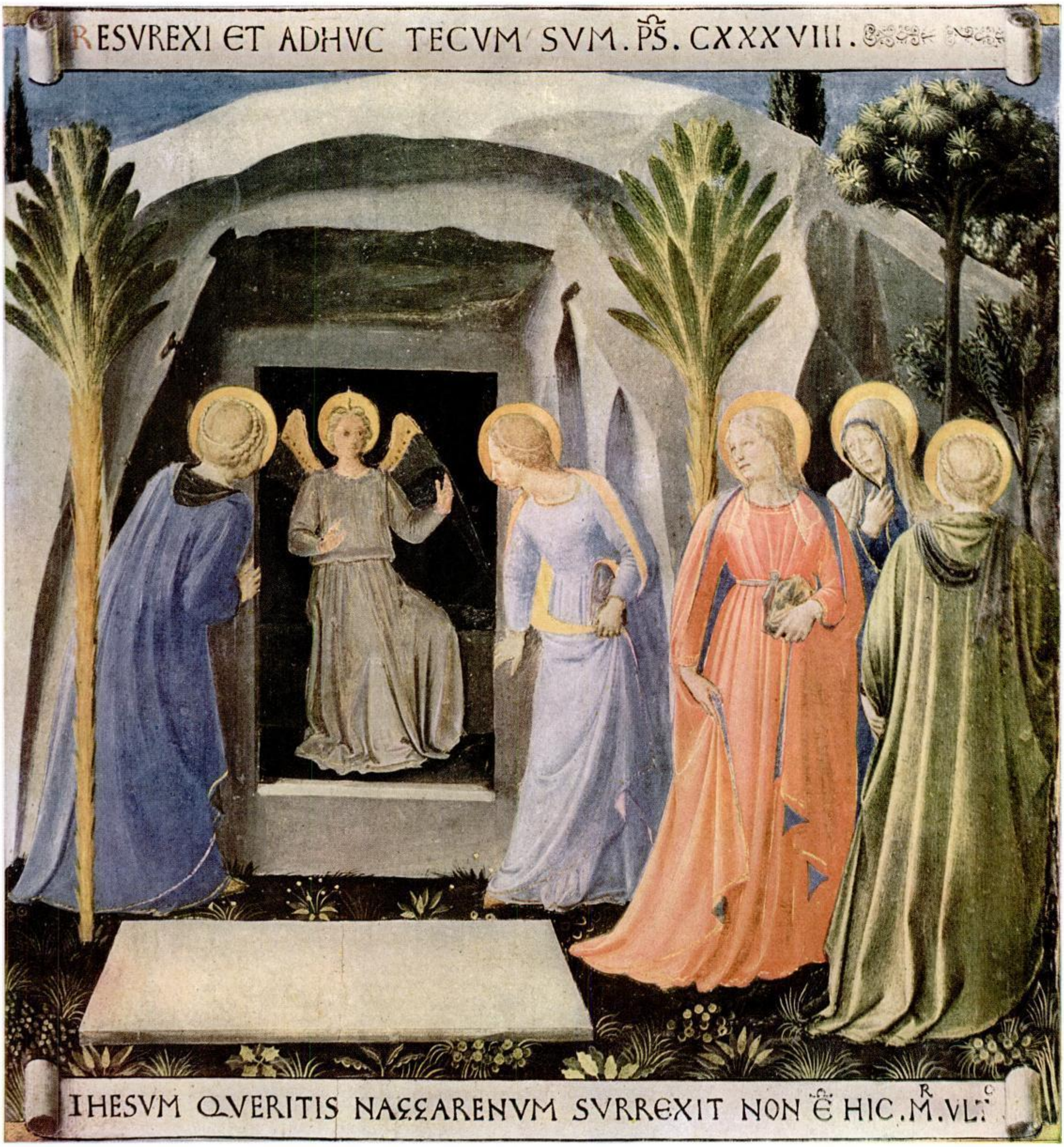
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The Entombment

The pictures on this and the next page are thought to owe a good deal in execution and possibly in design to Fra Angelico's pupils. In this one the dead body of Christ, crisscrossed with welts from his scourging, is laid in the flowering garden in front of the tomb provided by Joseph of Arimathaea; Mary and the apostle John kneel at His head and Mary Magdalene in her red robe bends to kiss His pierced hand. The scroll above roughly quotes Isaiah: "The Gentiles shall pray to Christ, and his sepulcher shall be glorious;" the scroll below, Luke: "Joseph took down the body of Jesus and wrapped it in linen and laid it in a sepulcher."

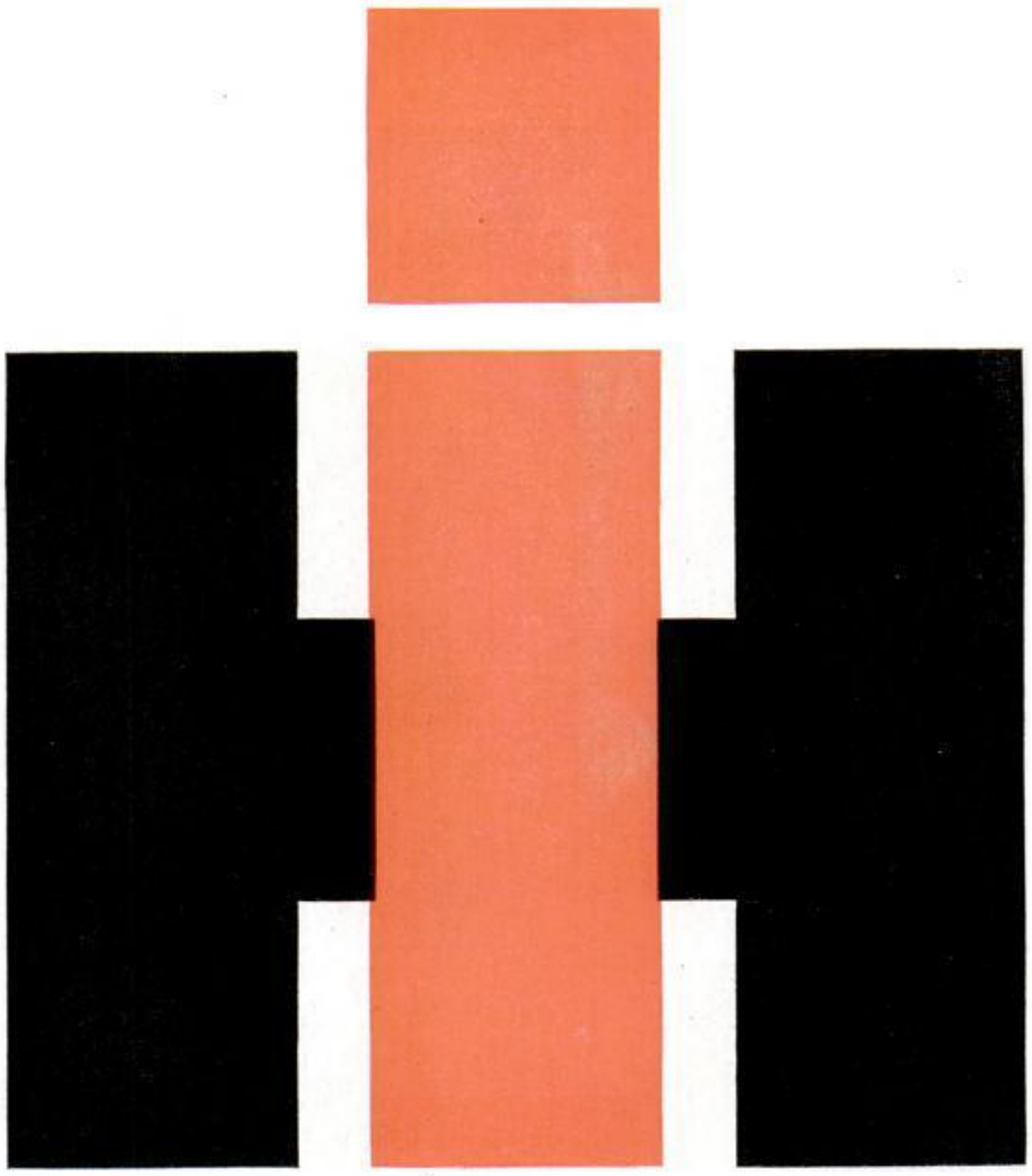
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At the Sepulcher

The scroll above paraphrases the Psalms: "I have risen and am still with thee." Two days after the Crucifixion, early in the morning after the Sabbath, Mary Magdalene and other women came to the tomb, bringing spices with which to anoint the body of Christ. The Gospels say that the tomb had been closed with a boulder and that they found it rolled away; here, as in the preceding panel, a slab is shown instead of a boulder. Seeing an angel inside the tomb, the women seem not frightened but curious. The lower scroll quotes the angel according to Mark: "Ye seek Jesus of Nazareth . . . he is risen; he is not here. . . ."

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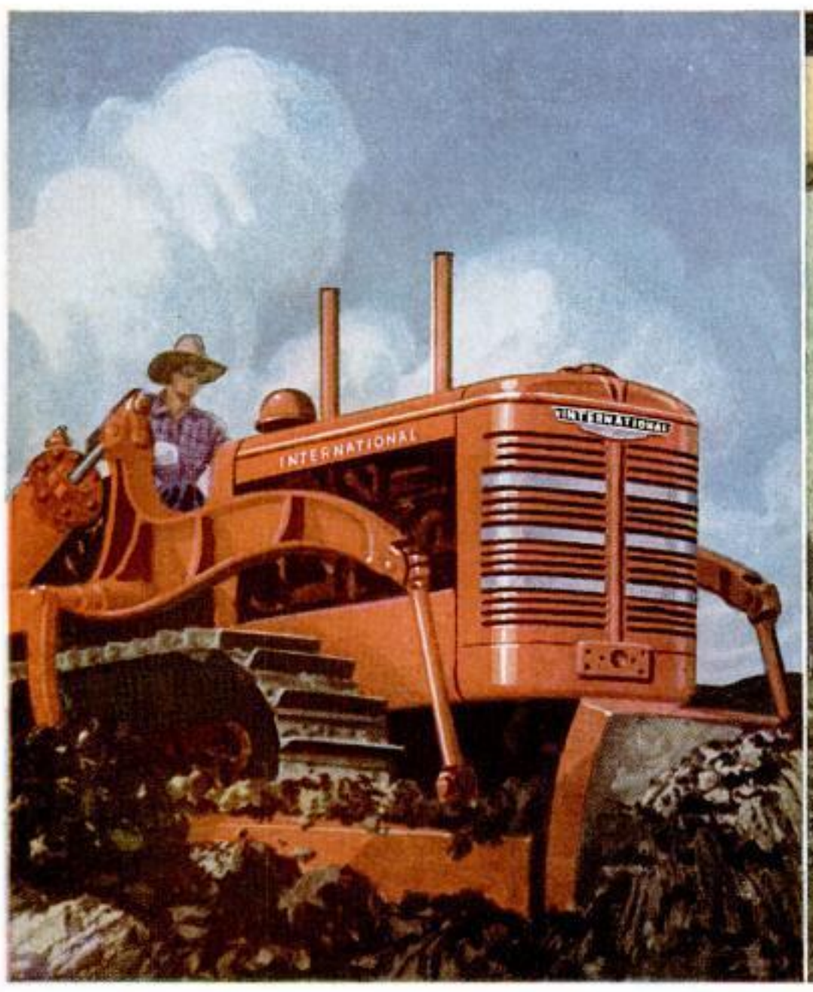
THIS SYMBOL MEANS INTERNATIONAL HARVESTER

IT MEANS MORE from the good earth. It means farm tractors, farm machines and improved methods that help conserve the vital soil and produce bigger and better crops with less labor.

It means motor trucks to transport raw and finished commodities . . . industrial tractors to help build airports, power dams, highways, homes, factories and commercial buildings.

It means engines to turn shafts and wheels . . . refrigeration to protect and conserve food.

Above all, the IH symbol means this: An organization that builds long life, efficiency, economy, and freedom from toil into its products, that each may contribute to better living for us all.



International Industrial Tractors and Power Units to increase production and decrease cost.



Farmall System of Farming . . . Farm Equipment to produce more from the land and to reduce labor.



International Motor Trucks of every type and size to haul more for less money on every job.

International Harvester Products include: Farm Tractors and Farm Machines . . . Motor Trucks . . . Crawler Tractors, Wheel Tractors and Power Units . . . Refrigeration.

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LIKE MOST LEATHER CLOTHES, OUTDOOR OUTFIT OF SHORTS AND VEST HAS MEDIEVAL LOOK WHICH IS EMPHASIZED BY GIVING MODEL STUFFED FALCON TO HOLD

LEATHER CLOTHES

Medieval-looking dresses are very smart, expensive, last a long time

Man's early clothing was fashioned, because of lack of anything else, from the skins of animals. This winter a 32-year-old New York designer named Zita Plaut has made a new luxury of an old necessity by putting fashionable women into the well-tanned hides of sheep, goats and antelopes. After years of making traditional suede accessories, Mrs. Plaut has plunged bravely into designing whole leather dresses for daytime wear and even leather evening gowns (*see next page*). None of this is quite as impractical as it sounds. After the initial jolt of feeling like Robin Hood or Daniel Boone, Plaut customers are happily discovering their new dresses are unfailingly handsome, show no signs of wearing out and are impervious to snow, rain and moths. There are, however, a couple of drawbacks. In summer the leather gets sticky and in winter it builds up a lively charge of static electricity.

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LEATHER EVENING GOWN, photographed against a cloister background, looks like something from the 12th Century. Porosity of leather makes dress fairly comfortable even for dancing.



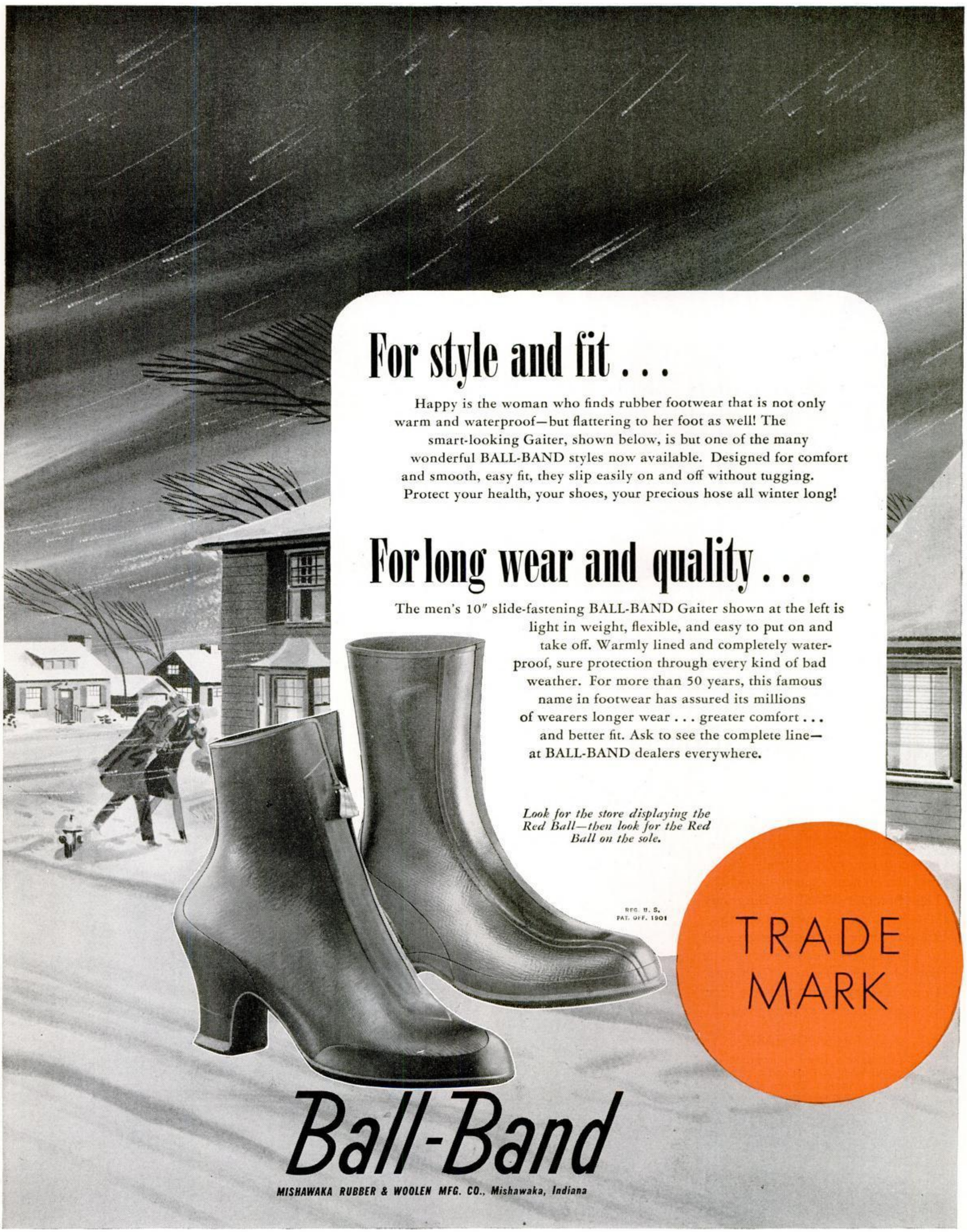
WHITE LEATHER COAT costs $169, is made of a delicate material called "pigtext" which is goatskin skillfully processed so that it looks like pigskin.



LEATHER SUIT is made of imported antelope suede, costs $304. All the trim and piping on this three-quarter-length hooded coat is dyed cobra skin.

CONTINUED ON PAGE 68

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GOWNS BY BEN REIG

PHOTOGRAPH BY JOHN RAWLINGS

ADD EXTRA
CHEER TO YOUR *Holiday Meals*
WITH VALLIANT CALIFORNIA BURGUNDY

How festive your table looks with glasses of glorious red Valliant Burgundy at each place! How superbly its smooth, well-rounded flavor complements your holiday meal—adding new zest to main course dishes. The high character of Valliant Burgundy is a heritage of vineyard cuttings imported long ago from Europe. And to protect its choice quality, it is bottled by the winery in California. Enjoy it every night—at home or at your favorite club or restaurant.

A GIFT IN GOOD TASTE

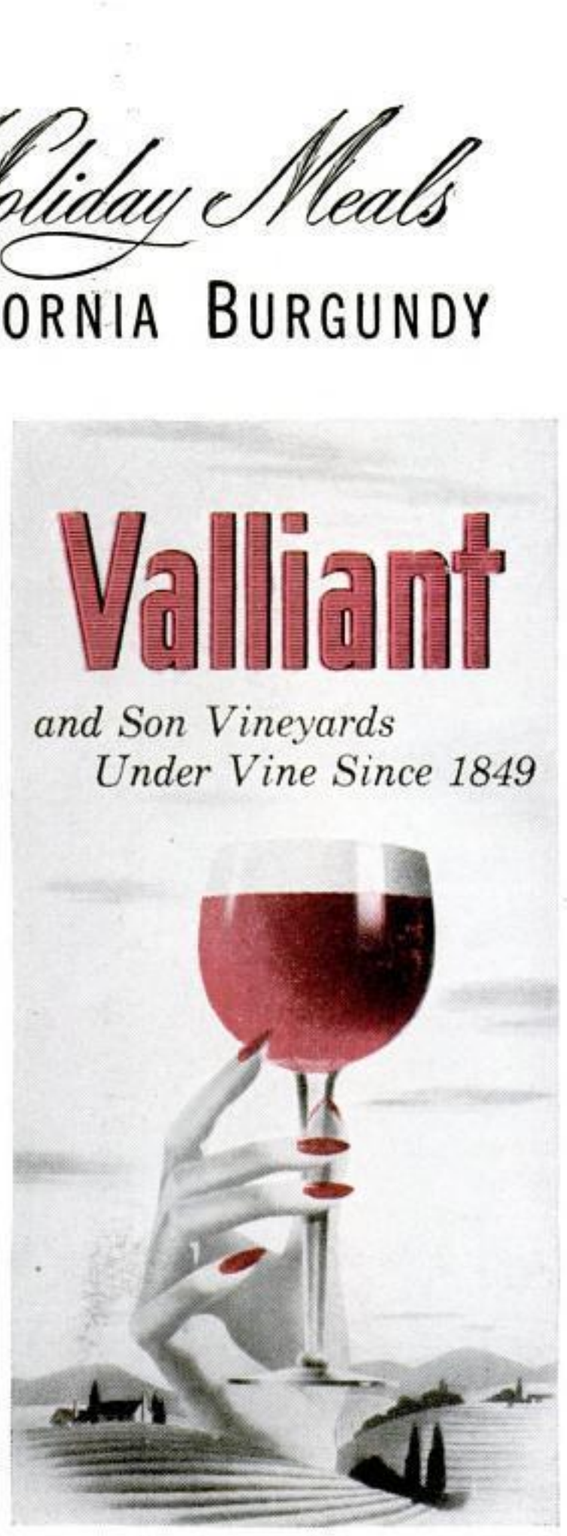
What can make a more appropriate gift than famous Valliant Burgundy . . . a half case or several bottles! It is a gift that is good taste . . . and good taste with any food.

OTHER VALLIANT CALIFORNIA WINES

Valliant appetizer and dessert wines
Sherry, Port, Muscatel.
Valliant table wines
Burgundy, Cabernet, Sauternes, Riesling.

W. A. TAYLOR & COMPANY, N. Y. C.
SOLE DISTRIBUTORS FOR U. S. A.

Valliant
and Son Vineyards
Under Vine Since 1849



Leather Clothes CONTINUED



ANTELOPE-SKIN BLOOMERS can be worn knee-length as shown here or shorter. They cost $69, are good for bicycle riding, fishing or sliding down hills.



SHEEPSKIN JUMPER has a slide fastener down the front. Leather used in dresses is shaved thin to make it lighter. The jumper weighs only 1½ pounds.

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COLUMBIA PICTURES presents

The JOLSON STORY

The Music.. the Magic.. the Times of America's Greatest Entertainer

Thrill to these beloved melodies

CALIFORNIA, HERE I COME ♪ SWANEE ♪ YOU MADE ME LOVE YOU ♪
MAMMY ♪ WAITING FOR THE ROBERT E. LEE ♪ APRIL SHOWERS ♪
I WANT A GIRL ♪ ROCKABYE YOUR BABY ♪ RAINBOW 'ROUND MY SHOULDER ♪
LIZA ♪ ABOUT A QUARTER TO NINE ♪ I'M SITTING ON TOP OF THE WORLD ♪
BY THE LIGHT OF THE SILV'RY MOON ♪ TOOT, TOOT, TOOTSIE ♪

WITH

LARRY PARKS · EVELYN KEYES
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SCREENPLAY BY STEPHEN LONGSTREET

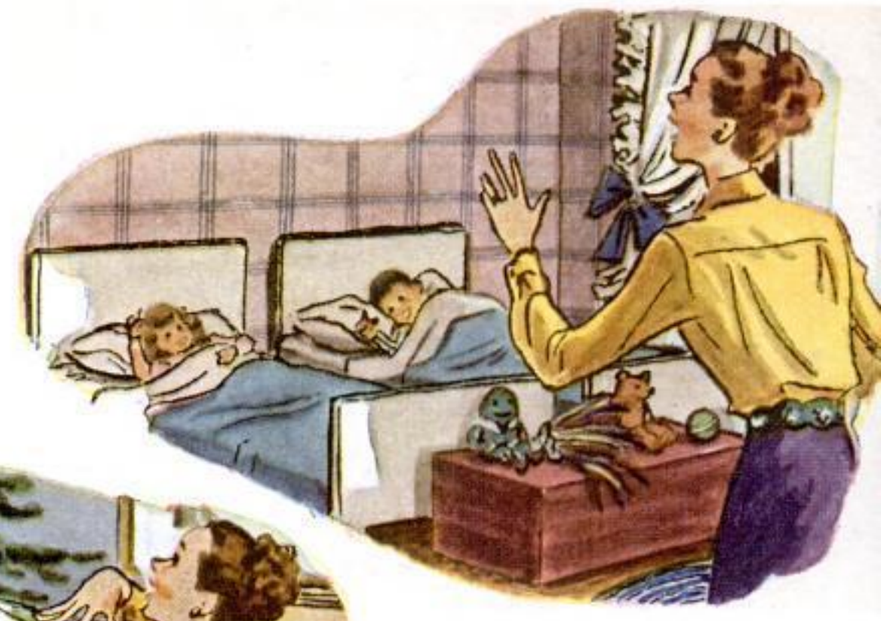
Produced by SIDNEY SKOLSKY · *Directed by* ALFRED E. GREEN

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FINISHING TOUCH!

"fresh up" WITH Seven-Up!





Jolly, popular 7-Up always adds sparkle to family fun—even when the Christmas spirit is burning brightest. 7-Up, with its pure, wholesome goodness . . . its fresh, clean flavor and brisk, happy personality, is keyed to the taste of *every* youngster and grownup on Santa's calling list.

So be a "fresh up" family. Make *every* day a day of Christmas cheer. And always keep enough chilled 7-Up on hand for *everybody*. Ask for it at any place you see those famous 7-Up signs on display.

EVERY DAY...CHRISTMAS CHEER...BE A "FRESH UP" FAMILY!

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MEDICINE

"CIVILIZED" DISEASES

Montreal experiments indicate they may be caused when work, fear or cold stimulate adrenal glands



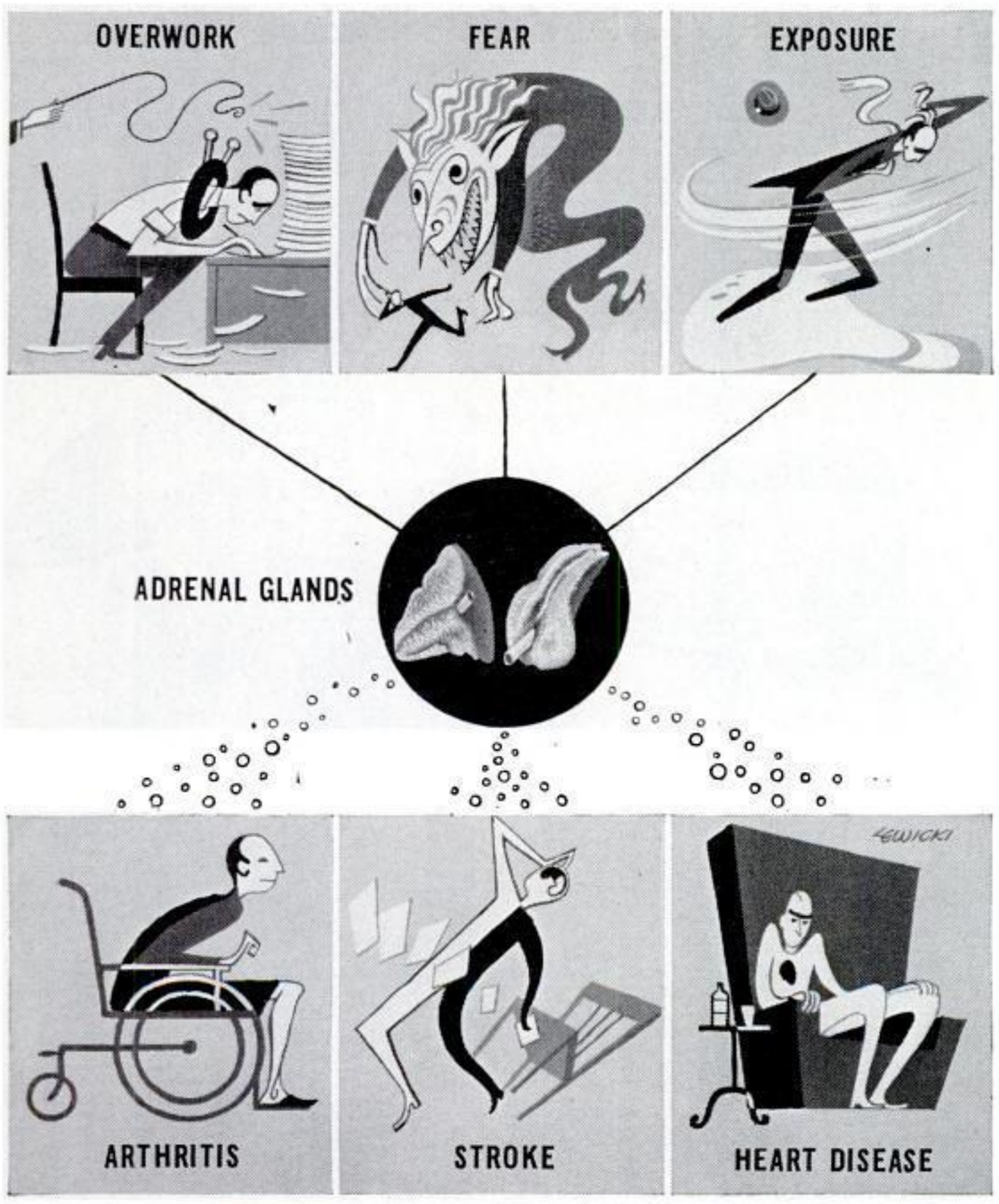
DR. HANS SELYE

Arthritis and diseases of the heart and blood vessels now afflict twice as many people as they did in 1900. To find out why, Dr. Hans Selye (*inset*), director of the University of Montreal's Institute of Experimental Medicine and Surgery, has been experimenting for 10 years. Dr. Selye's theory: although people have a wonderful system to cope with emergencies, the unrelenting stress of civilized life is too much for it.

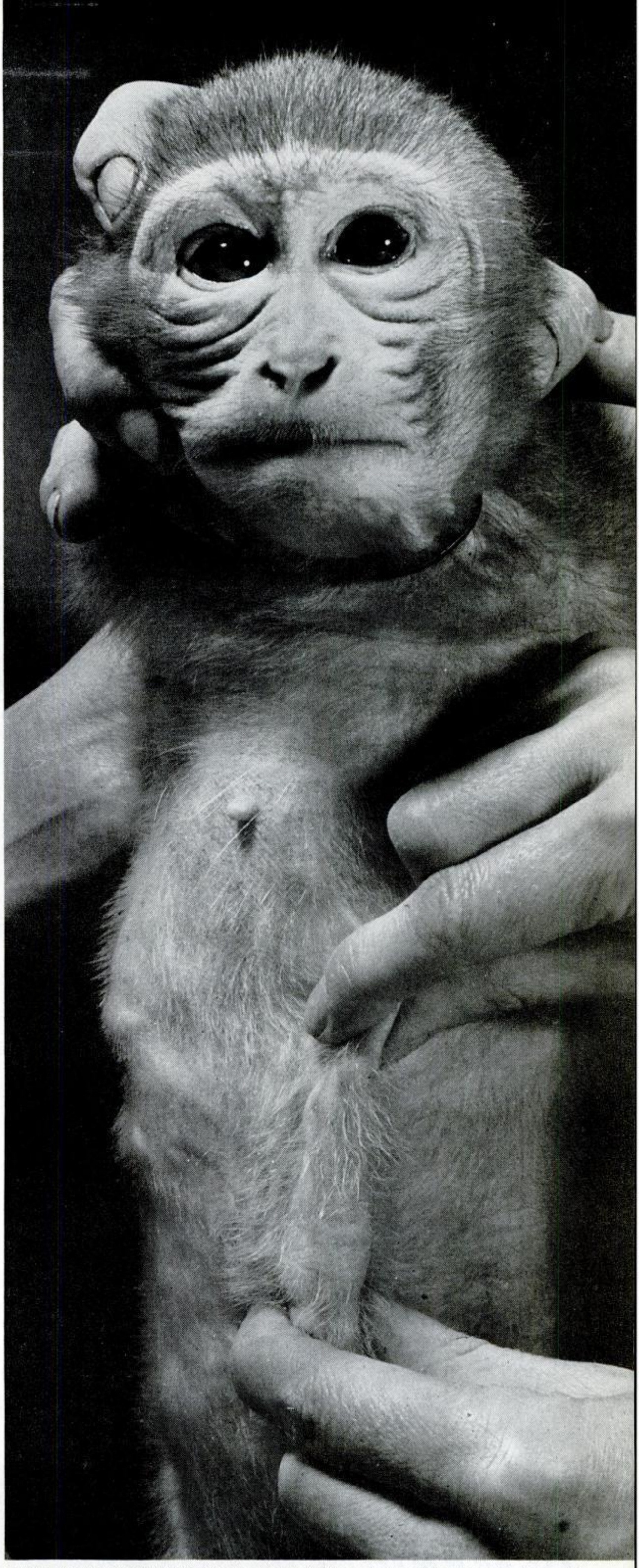
The primary causes of these degenerative disorders, says Dr. Selye, are overwork, fear and exposure to the elements. Any one of these may cause the pituitary gland at the base of the brain to pour more of its hormone into the bloodstream. The pituitary hormone then stimulates the adrenal glands located above each kidney. Normally the adrenal hormones cause a temporary rise in blood pressure during these times of crisis. But if the crisis persists they cause hardening of the arteries and bring on such organic catastrophes as brain hemorrhage or coronary thrombosis.

Dr. Selye began to develop his theory when he observed that people who had died after lives of tension had abnormally large adrenal glands. He then subjected animals to laboratory tensions or artificially increased their adrenal hormones with injections to see if they developed similar degenerative diseases. He found that they did. Finally he discovered that one good way to treat degenerative diseases was to feed his animals with a diet long on carbohydrates like sugar and short on salt and proteins like meat.

Dr. Selye's work does not claim to give a complete answer to what causes degenerative diseases. It does, however, increase the growing fund of knowledge on the subject. It also underlines a growing perception of modern man: that physically he is not quite adapted to the civilization he has built.



CAUSES AND EFFECTS of overstimulation of the adrenal glands are diagramed above. Overwork, fear and exposure normally stimulate the adrenals for duration of an emergency. Prolonged stimulation causes the disorders shown across the bottom.



HAGRIDDEN MONKEY has been given injections of adrenal hormones to reproduce the effects of civilization's tension. Monkey's skin is pulled out to show dropsy, caused by one of the hormones which increases the amount of water in the body.

CONTINUED ON PAGE 71

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IN EVERY FIELD

AMERICA'S FAVORITE SPARK PLUG!



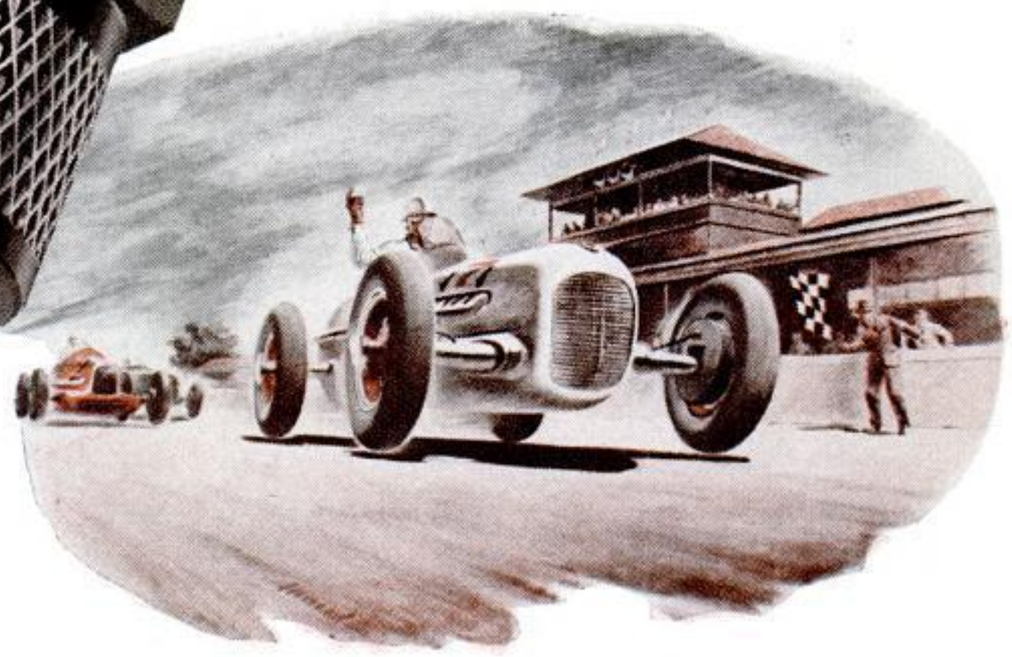
BUS AND TRUCK



MARINE



AVIATION



RACING



AUTOMOTIVE

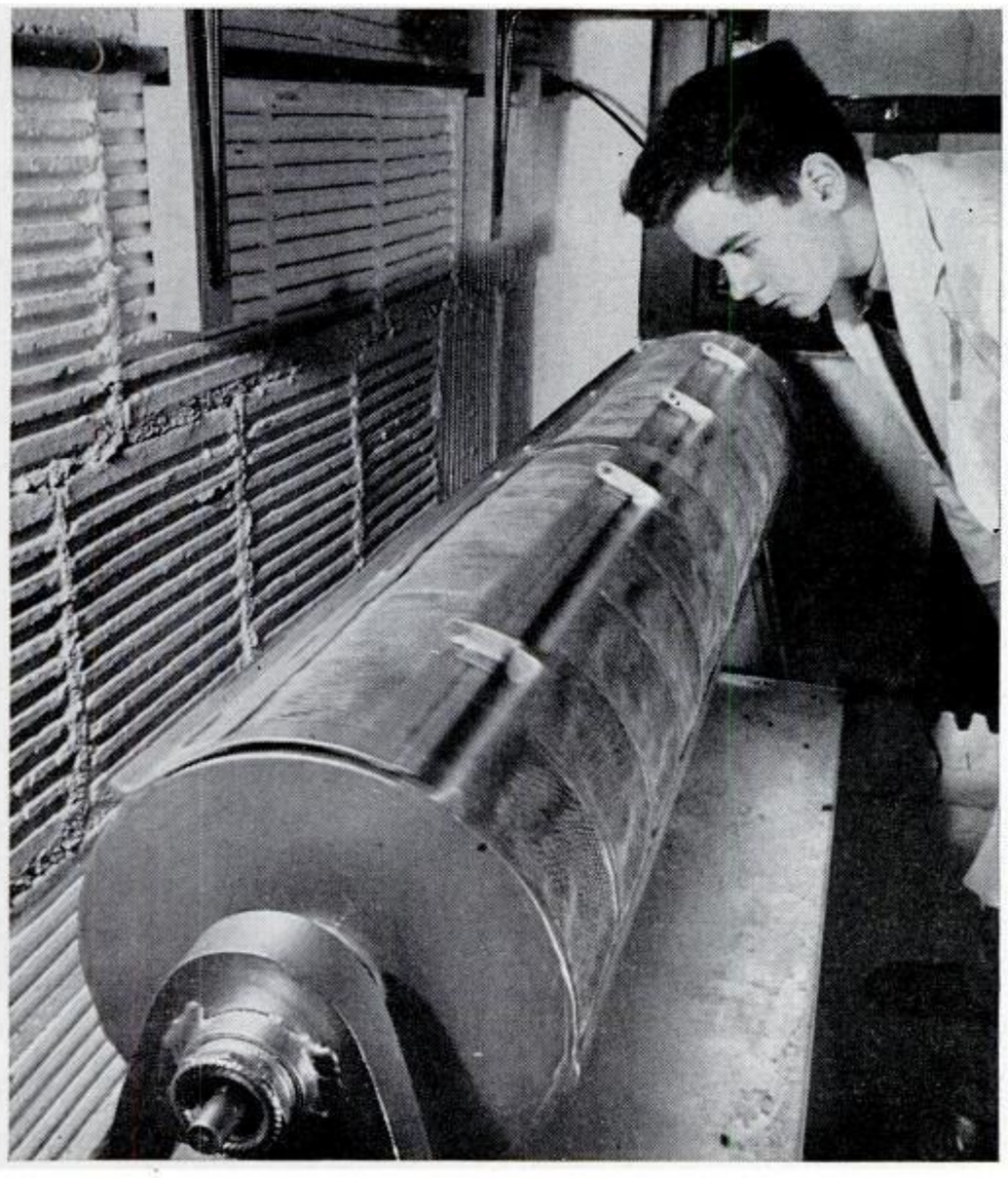


FARMING

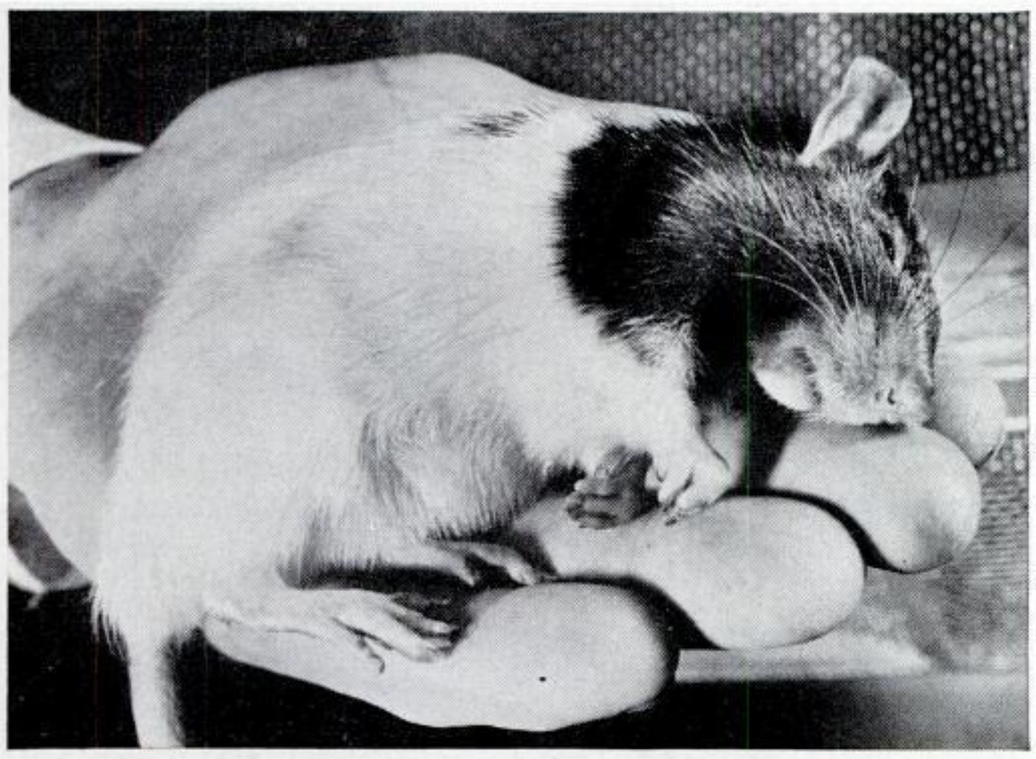
FOLLOW THE EXPERTS DEMAND DEPENDABLE CHAMPIONS

Listen to the CHAMPION ROLL CALL, Harry Wismer's fast sportscast every Friday night, 9:55 EST over the ABC network.

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ROTATING CAGE is used in Dr. Selye's Montreal laboratory to get rats tired. Rats are put inside the cage every day for six months. Like people, they do their work well for a while but finally they develop high blood pressure.



RAT COLLAPSES after a hard run in the exercise cage. It breathes heavily and its feet curl up. After a while the rat recovers from fatigue, but damage to its system is permanent when it becomes exhausted too many times.



HEALTHY AND SICK RATS illustrate Dr. Selye's treatment for the disorders caused by tension. Both of these rats have been badly overworked. The rat at the left has largely been brought back to health by a carbohydrate diet.

CONTINUED ON NEXT PAGE

DOES Lots More THAN KEEP HAIR HANDSOME LOOKING!



DRY, 'BIRDS NEST' HAIR FULL OF DANDRUFF FLAKES?

Just see how Kreml Hair Tonic makes unruly hair so easy to comb. Kreml not only keeps hair in perfect order—it also promptly relieves itching of scalp due to dryness. Simply great to remove loose dandruff.

HAIR PLASTERED DOWN LIKE A CHEAP GIGOLO... SMELLING TO HIGH HEAVEN?

What a mistake to smother hair down with greasy goo when Kreml grooms hair *so handsomely*. Sure does give hair a nice, *rich lustre* yet never leaves it looking greasy or sticky. Kreml always feels and smells *so clean* on both your hair and scalp.





HEADIN' FOR SUCCESS WITH KREML-GROOMED HAIR!

A success with the gals and on the job. Kreml goes in for modern "natural looking" hair grooming — in such demand today. What's more—Kreml actually helps "condition" hair in that it leaves it feeling so much softer. Kreml always keeps hair looking mighty attractive—*always in place.* A *real* sex-appealer!

Listen to "The New Adventures of Sherlock Holmes" every Saturday night over coast-to-coast ABC network. See local paper for time.

KREML Hair Tonic

Guaranteed by Good Housekeeping

A product of R. B. Semler, Inc.

Keeps Hair Better-Groomed Without Looking Greasy—Relieves Itching of Dry Scalp—Removes Dandruff Flakes

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A Glorious Gift

for the dog you love!



...GAINES, the food that nourishes EVERY INCH of a dog!

To nourish every inch of your dog, a food must supply SO MUCH ... so many things that meat alone can't supply. In GAINES there's every type of nourishment that dogs are known to need. So make GAINES the main part of every feeding.

You will find GAINES more economical to feed than any other type of dog food. It's a Meal dogs love. A stand-by of veterinarians and breeders for over 17 years. Largest-selling dog food in America.

All this Nourishment in EVERY POUND OF GAINES!

As much body and strength-building proteins as in 1½ lbs. beef

For strong bones and teeth—the minerals that would be provided by 1¾ lbs. cheese

As much energy-making carbohydrates as in 2 qts. cooked oatmeal

For red-blooded vitality—as much iron as in ¾ lb. beef liver

For sleek appearance and glossy coat—the fats that would be provided by 1 oz. butter

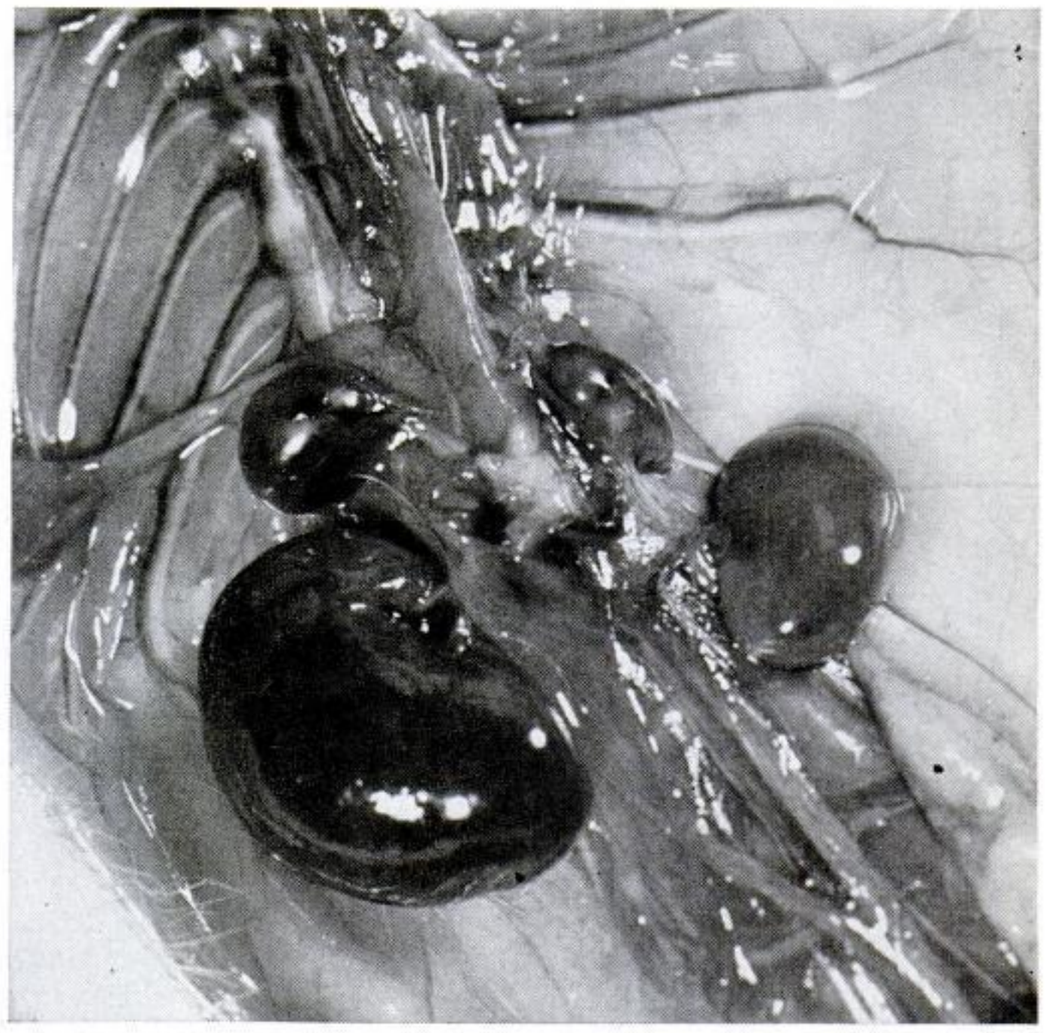
ALL THE VITAMINS and MINERALS dogs are known to need . . . in more than required quantities

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets

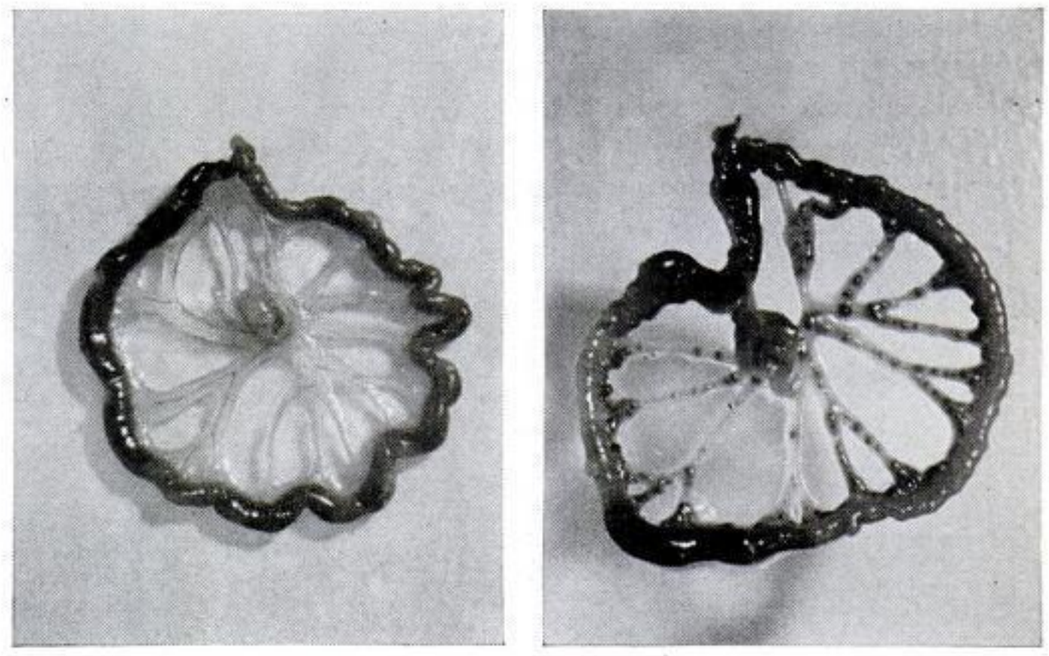
GAINES *Complete Meal*

"Nourishes Every Inch of Your Dog"

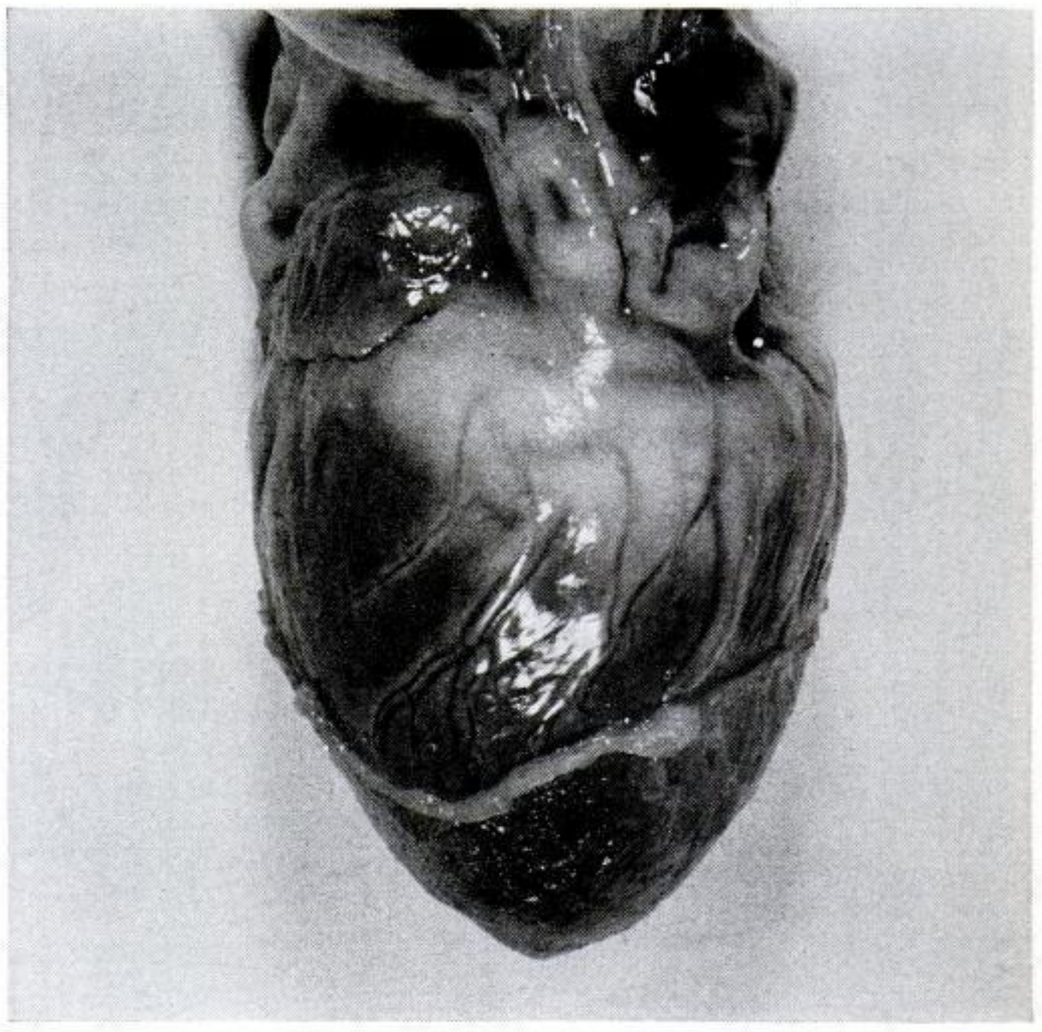
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RAT'S KIDNEYS under stress secrete hormones like adrenals, cease normal function and atrophy like kidney at right, which was subjected to operation. Kidney at the left is normal. Small organs at top are adrenal glands.



RAT'S INTESTINE is affected by too much adrenal hormone. At left is section of a normal rat's intestine nourished by vessels arranged like spokes of a wheel. Blood-vessel walls in abnormal rat at right have hardened into lumps.



DOG'S HEART has degenerated because of excess of an adrenal hormone in its blood stream. Wrapped around the bottom is a fibrous membrane not present in normal hearts. This membrane interferes with the heart's normal beating.

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Any night's a good night for a "*Winter's nap*" on the Water Level Route



You go, weather or no!

Out there in the darkness, winter storm clouds may be scudding low. But aboard your New York Central train, you can depend on all the things that mean a good night. Good food in the diner. Good company and good cheer in the club lounge. And a good bed waiting for you.



Of beds and roadbeds

Drift off to sleep in the quiet privacy of your room . . . cradled by a deep mattress, stabilized car springs, rubber-cushioned couplers, roller bearings and a smooth, rock-ballasted roadbed through gentle, water-level valleys.



Good nights make good mornings!

Awake refreshed. Dress at leisure in your own completely equipped room. Then, an appetite-rousing New York Central breakfast . . . and you arrive with energy at peak, and not a business hour lost on your overnight vacation!



The Gift of Sleep is yours on the Great Steel Fleet

20th CENTURY LIMITED · THE COMMODORE VANDERBILTS · OHIO STATE LIMITED

SOUTHWESTERN LIMITED · THE NEW ENGLAND STATES · THE WOLVERINE

THE DETROITER · MONTREAL LIMITED · CLEVELAND LIMITED

... and many other famous trains

NEW DREAMLINERS in Production

Cars enough for 30 new all-room trains are on the way to spotlight the NEW in New York Central.

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NEW YORK CENTRAL

The Water Level Route—You Can Sleep

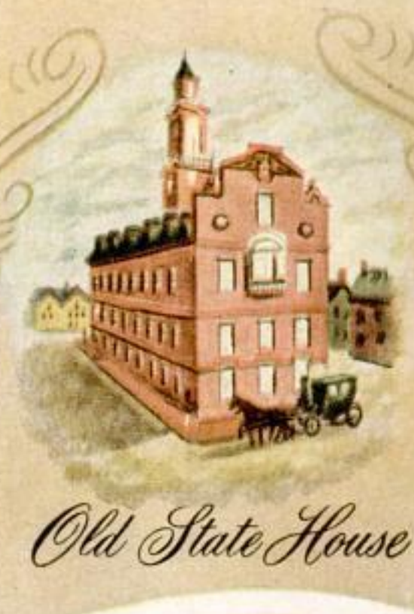


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Choose Your Holiday Liquors Again



Remindful of ocean-rocked whiskeys of yesteryear



Old State House



My liquid emerald



Remindful of rare Burgundy thanks to its tart, racy tang



Imported from the Virgin Islands - yet duty-free



Old South Church



Masterpiece of mildness — sheer delight in a Manhattan

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From Old Mr. Boston's Family Album



Imported ingredients deftly produce its delicate flavor



Faneuil Hall



How gently it yields the fragrance of dew-drenched mint



My golden liquor fittingly called "a taste sensation"



Ah, my winter favorite



Paul Revere House



Fancy the flavor of juicy berries flushed with summer's sun



OLD Mr. BOSTON

Importer and Distiller of fine whiskeys, gins, brandies, rums and liqueurs

Mr. Boston Pinch Bottle Blended Whiskey, 86 proof, 72½% grain neutral spirits; Rocking Chair Blended Whiskey, 86 proof, 77½% grain neutral spirits; Dry Gin, distilled from 100% grain neutral spirits, 90 proof; Orange and Mint Flavored Gins, 70 proof; Sloe Gin, 60 proof; Imported Rum, 86 proof; Blackberry Flavored Brandy and Rock and Rye, 70 proof; Creme de Menthe, 60 proof. Berke Brothers Distilleries Inc., Boston.

homer hill

One daisy in a dew-starred field smiles
brightly as a little sun; it lifts its head to
tell her she's in love. With such distinction
her diamond, too, will some day shine for
her more glorious than all other gems.
Her engagement ring-stone must be one apart,
hers alone. It need not be of many
carats, for color, clarity and cutting are
as important as actual weight. You will need
the judgment of a trusted jeweler.
De Beers Consolidated Mines, Ltd.,
and Associated Companies.



One-quarter Carat $110 to $225

One-half Carat $275 to $525

One Carat $665 to $1250

Two Carats from $2000

The prices above for unmounted stones were averaged from
a great many stores in July, 1946. Add 20% Federal tax.

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AT THE MISSION PAULINE VAN EVERA POURS A CHINESE SPOONFUL OF COD-LIVER OIL AND SOME VITAMIN PILLS DOWN THE THROAT OF UNDERNOURISHED NEW BOY

CHINA MISSION

The hungry children of Hangchow come to the Presbyterian Center, which instructs them and feeds them

The children who attend the welfare center at the old Northern Presbyterian Mission assemble each morning out of breath and already a little hungry, in front of Moon Gate on Five Blessings Lane in Hangchow. Then they walk through the high gray walls into the old brick buildings, bowing to their teachers and to the missionary and his wife, Kepler and Pauline Van Evera. Today the Van Everas devote themselves almost entirely to these youngsters. Their big job is not to save souls by spreading the gospel of Jesus but to save the children by keeping their bodies and souls together. Even more important now than blackboards and Bible stories are Mrs. Van Evera's precious bottles of cod-liver oil and vitamin pills (*above*).

The times in Hangchow are not good, but bad times are nothing new to the mission. Its founding in 1896 openly flaunted the Chinese emperor, who deplored the Western intrusion of Christianity. The Van Everas, who came to Hangchow in 1912, stayed on and ran the mission even after the Japanese captured the city in 1937. Repatriated to the U.S. in 1942, they returned to Hangchow last year, found a Japanese bar in the middle of the mission. To help them, their funds, which come from Presbyterian churches in Illinois, Indiana and Michigan, are now augmented by relief help from U.S. governmental agencies.

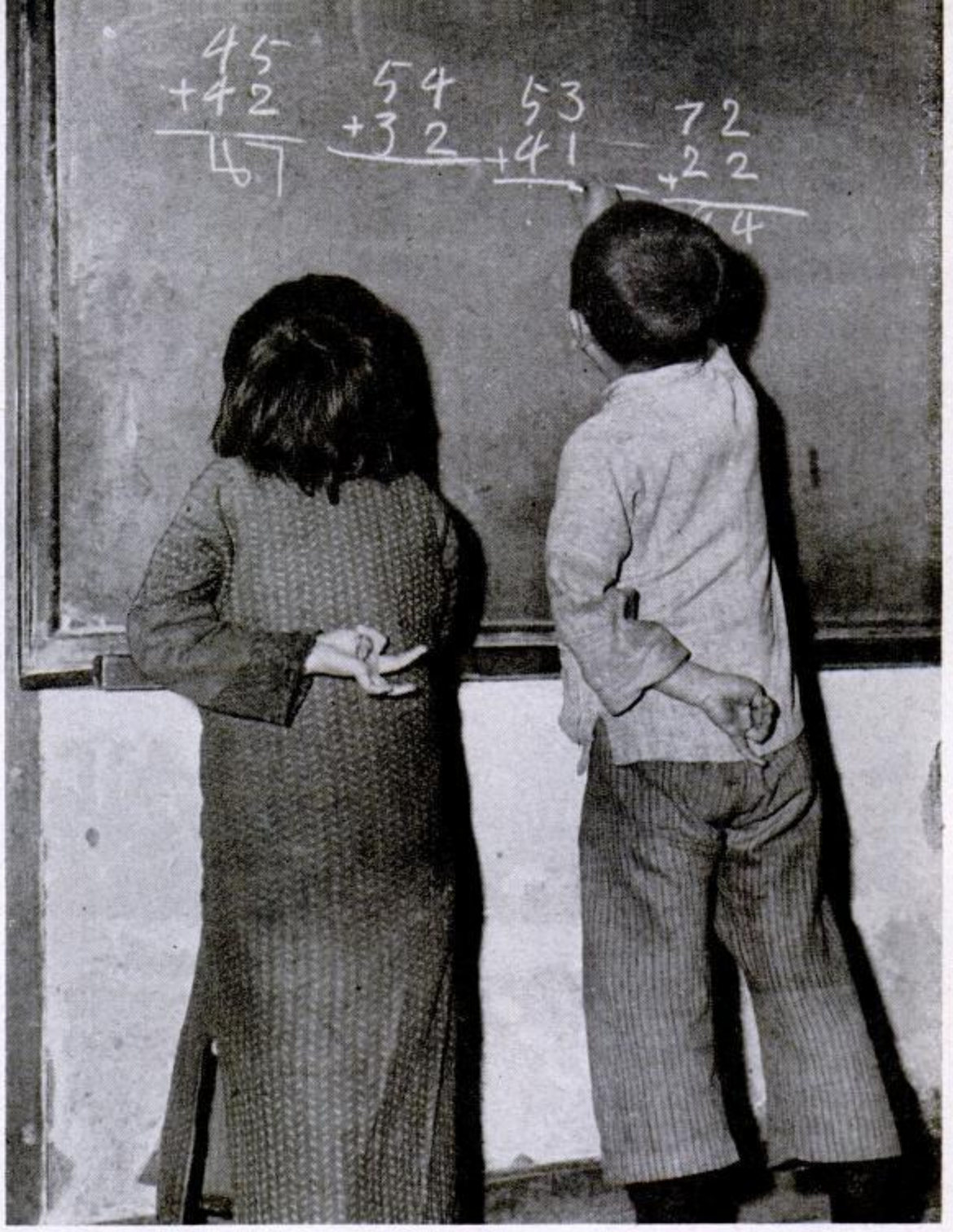
In all China there are 5,000 foreign missionaries serving the country's 450,000,000 people. They come mainly from the U.S., for China has been considered by U.S. missionaries to be a special challenge ever since Elijah Bridgman, the first of their long line, arrived in Canton in 1830. Since the war, 900 U.S. Protestant missionaries have already returned faithfully to China and their duty.

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KINDERGARTEN pupil Chen Teh-chao, 3, recites a prayer, "Thank God who sent Jesus down to save us." Characters on blackboard describe day's weather as "cloudy."



THIRD GRADE students carefully count their fingers behind their backs as they do arithmetic problems. Mission teaches children from kindergarten through fourth grade.

THE CHILDREN ARE TAUGHT CHRISTIAN BIBLE STORIES AND CHINESE "COMMON SENSE"

In their mornings at the mission, the youngsters learn to read Chinese by carving characters from bamboo, to do sums at the blackboard by secretly counting their fingers (*above*) and to write by tracing from their copybooks such promises as, "If you are sincere and faithful, God will bless and protect you." They learn Bible stories, sing hymns and are told about the Christian God who loves children.

In the classrooms the Chinese children have developed a system for encouraging each other: they applaud warmly every time a fellow student answers a question correctly. Their teachers also stress what the Chinese call "common sense," which includes morals and manners. Shortly the newcomers (*below, left*) will learn to bow politely to teachers and will thereby be considered more sensible, Chinese-style.



MISSIONARIES, the Rev. and Mrs. Van Evera, greet two new pupils, brothers named Wu at the mission's Moon Gate. Mr. Van Evera was born in Iowa, his wife in Michigan.



MISSION HELPERS who sew dresses and make cloth shoes from rags are paid in American rice. Average teacher gets 200 pounds of rice a month to live on and trade.

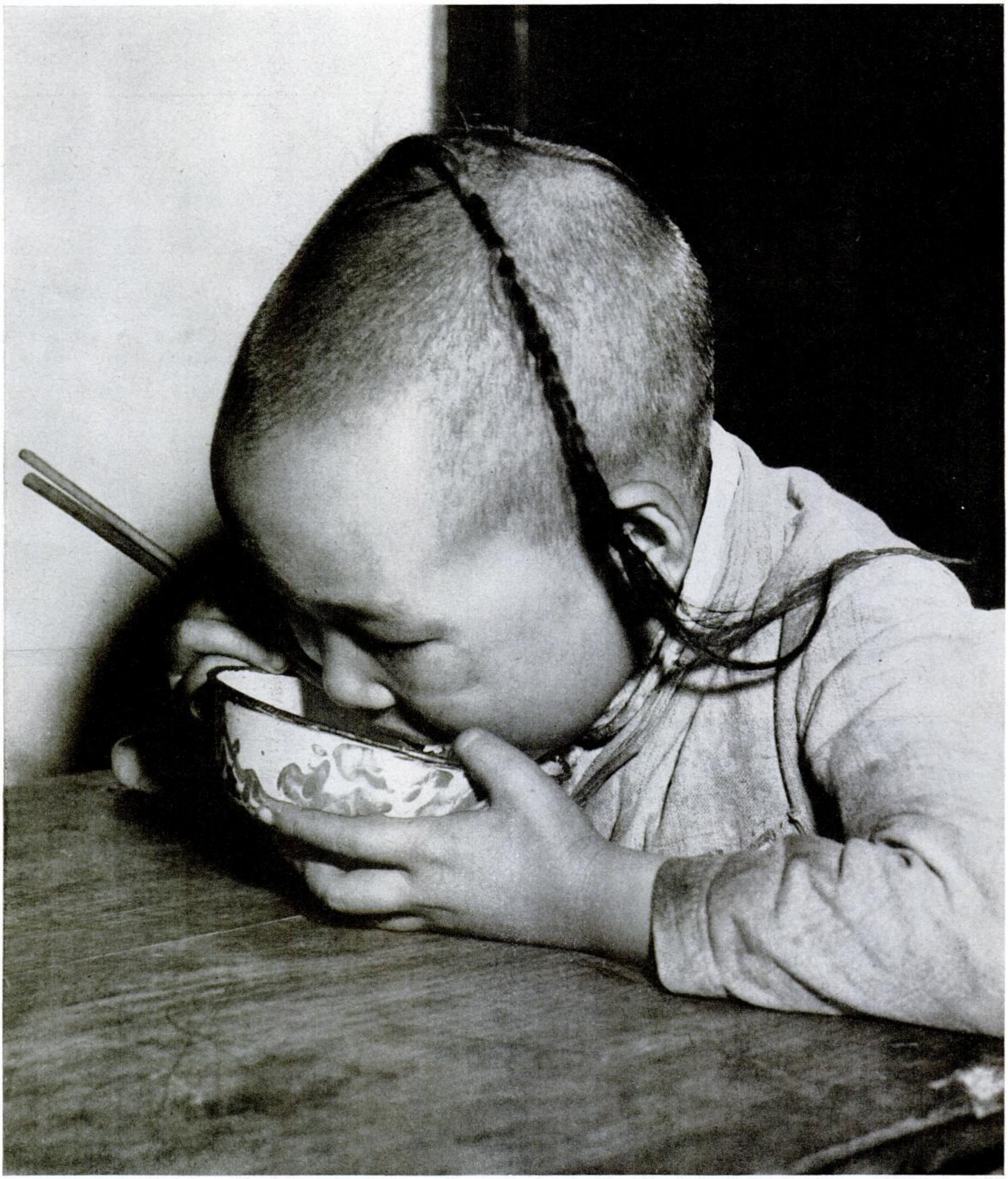
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RELIGION CLASS (*above*) studies a large poster showing Jesus holding two Chinese boys while Mrs. Chu, the mission's leading teacher, explains meaning of "The Lord is my shepherd." Pupils then tell about any good deeds they have done for their elders.

MORNING STRETCH is awkward struggle for kindergarten tots (*below*). But after formal exercises they scamper off to play lively Chinese games like "pull the turnip," in which the child who is turnip sits firmly on the ground and others try to pull him up.



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CHIEN SHIAO-PAO ("Little Precious") is the hungry son of a doting mother who cannot feed him nearly so well as the mission does. As sign of her affection, he wears a lone pigtail that will not be shaved off until he is 10 years old. If he took sick, his mother believes she could pull him from her fearful death god by seizing his queue.

THE STARVING GROW PLUMP ON CENTER'S DAILY MEAL

Mealtime at the mission comes only once a day, at noon. From an outdoor kitchen the children carry hot, thick soups of powdered eggs, powdered milk and rice back to their classrooms, then bow their heads at their desks to thank God for the good food. They are allowed four large helpings. For most of the mission children, the Center's one free dinner is the only regular meal they can count on. Otherwise they could not study or play in the Center. It is a necessary rule of the hard-pressed mission that no child may ever enter it if his parents can keep him from starving at home.

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Carioca dances with flavor

Raúl and Eva Reyes, foremost exponents of Latin American Dances.

Delightfully unique amid snow-flurried holiday merrymaking is the tropical gaiety of Carioca's famous flavor! Adding an unforgettable fiesta note, Carioca makes the holiday memorable —whether offered hospitably in a traditional midwinter egg-nog, or presented graciously as a gift bottle.

Rum Carioca Egg-Nog

Separate yolks 6 eggs.
Beat with 2 tablespoons sugar.
Slowly add 1 pint milk.
1 pint lightly whipped cream,
12 ozs. Rum Carioca Gold Label.
Now, stir in separated egg whites after beating very stiff.
Chill 3 hours. Serve with grated nutmeg. Recipe for 6.

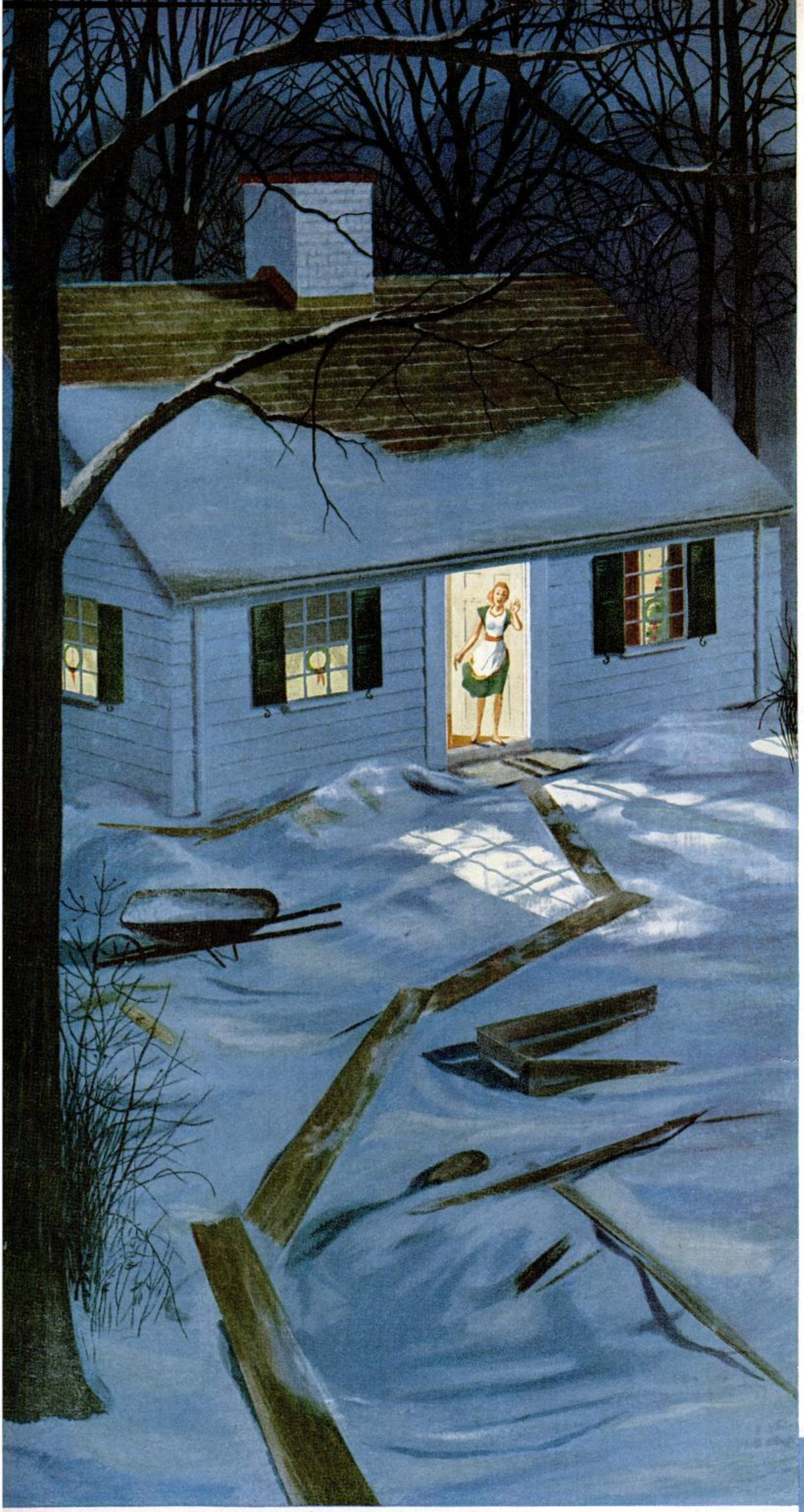


for perfect holiday entertaining

Rum Carioca

Puerto Rican Rum • White Label — 86 Proof • Gold Label — 86 Proof • Tropical Heavy-Bodied — 90 and 151 Proof • Schenley Import Corporation, N. Y.

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LIGHTS ON

at G.I.Joe's

LIGHTS ON . . . the friendly beam in the dusk says somebody lives here. *Lights on* . . . suddenly a bare little house comes alive . . .

At the touch of a switch everything begins to work: The oil burner, toaster, washing machine, vacuum cleaner, radio. Lights on . . ."My new place," says Joe, sort of offhand. He means: My castle, *my home* . . .

Everywhere this is happening—new families, new homes. There have been delays and heartaches, and at the last moment there might have been no light. Electrical wiring has been scarce, with a shortage of insulating materials a major cause. A Shell discovery—in petroleum—has done much to increase the supply of insulation.

Shell scientists had created a new family of materials . . . DUTREX.* They found a way to use Dutrex as an "extender" and a "plasticizer" —extending and making more workable the limited supply of vinyl resins. A wire insulation, made from the plastic, has passed exhaustive tests in the Fire Underwriter's Laboratories.

And beyond this, Dutrex is a *versatile* substance:

It enters the material of smart new handbags, trim shoes, and lovely shower curtains. It helps build wrappings for heavy cables . . . goes into automobile window moldings . . . upholstery . . . luggage . . . and s-t-r-e-t-c-h-e-s our supply of synthetic rubber, for more and better tires . . .

As designers and manufacturers explore its potentialities, Dutrex will grow more and more important in your daily life . . .

It is here—*and plentiful*—because Shell Research found a new use for petroleum molecules.

Out of leadership in Research . . .
a remarkable new Shell Gasoline

Just as Dutrex is a Shell Research "first," Shell Research now brings you a new, finer gasoline for your car. Your motor will prove to you, with your first tankful, that the new Shell Gasoline is *4 ways better.*

*Trade Mark Reg. U. S. Pat. Off.

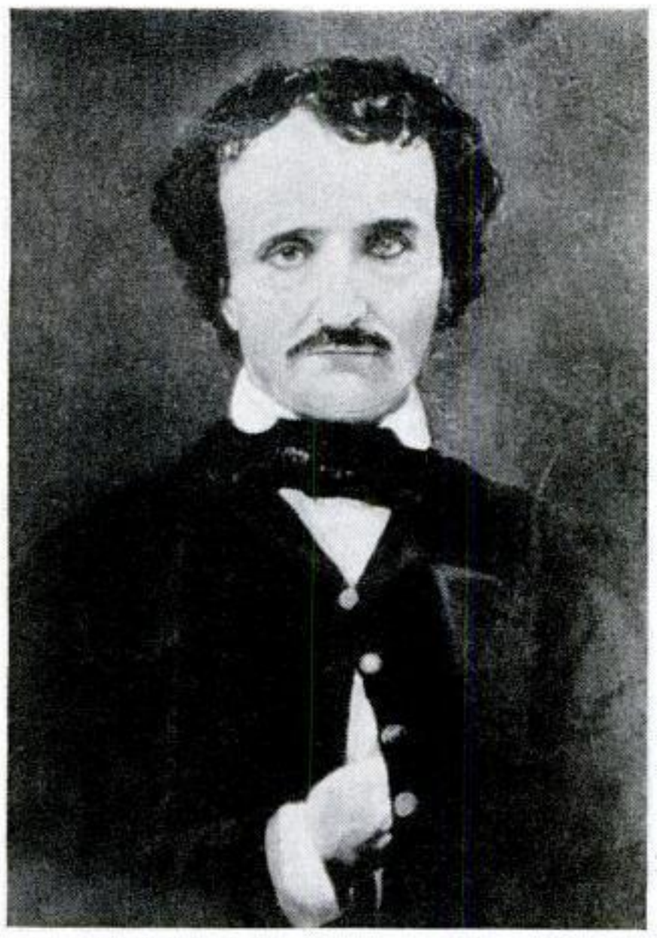
SHELL

Horizons widen through Shell Research

© 1946, SHELL OIL COMPANY
Incorporated



N. P. WILLIS, cofounder of the *Home Journal*, became famous as first U.S. foreign correspondent.



EDGAR ALLAN POE wrote critiques for the *Journal* under Willis, who published *The Raven.*



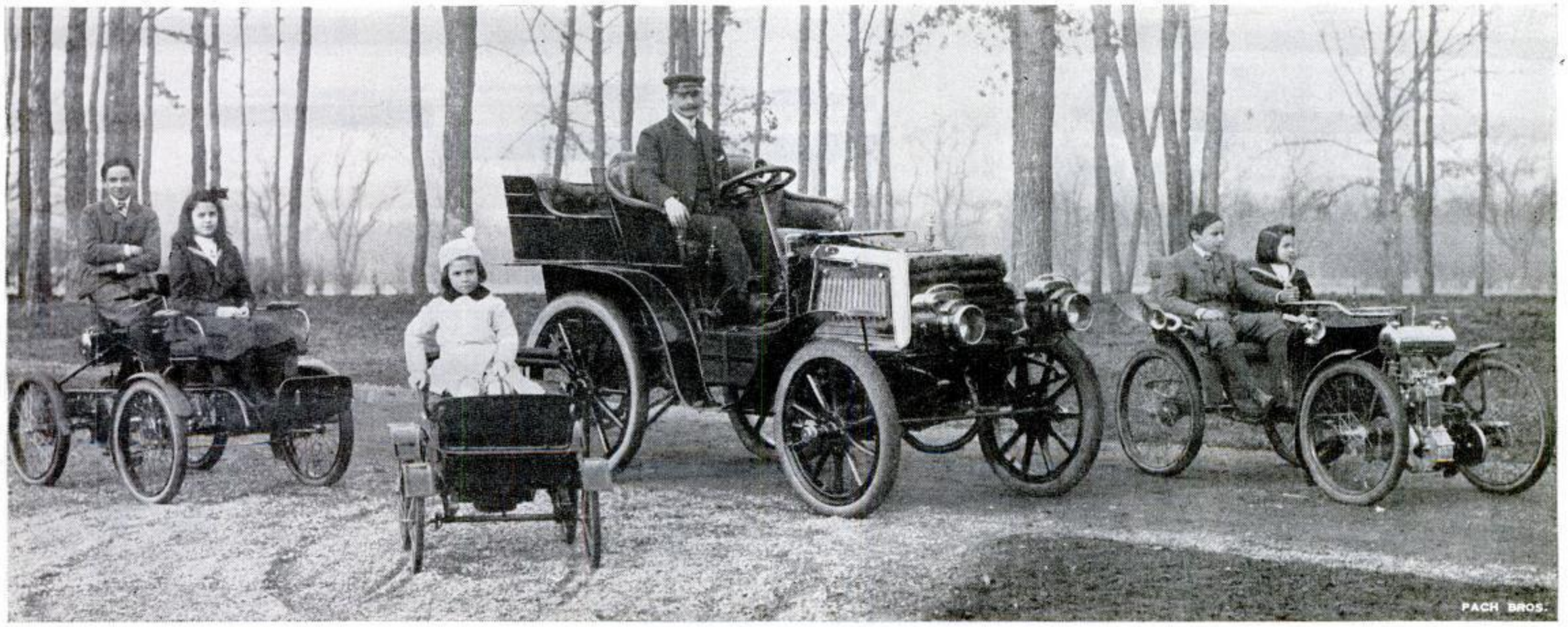
GEORGE P. MORRIS, Willis' partner, wrote many songs, including *Woodman Spare That Tree.*

ONE HUNDRED YEARS OF TOWN & COUNTRY

When Nathaniel P. Willis and George P. Morris founded the *Home Journal*, in 1846, Abraham Lincoln was campaigning for Congress and the U.S. was about to go to war with Mexico. The *Home Journal* was founded to provide "such a summary of news as will make our reader sure that he loses nothing worth knowing, of the world's goings on." Despite its plain name and earnest intentions, the magazine became a sort of de luxe trade paper of the American aristocracy. Written for members of the upper classes about their activities, it flourished. In 1901 its name was changed to *Town & Country* and in 1925 it was bought by Hearst. Last week the magazine published its 100th anniversary issue, drawing the material from its voluminous files, which also yielded the illustrations on these pages. The anniversary issue is not only an impressive 348-page monument to the magazine's longevity but also an enlightening record of America's efforts to develop, along with all its more fundamental enterprises, an upper class with indigenous traditions of wealth and gracious living.

In many respects this effort fell far short of the ideal. Unlike its European models, the American aristocracy failed signally to produce much noteworthy in most of the arts. Its most aristocratic writer, Henry James, expressed his disdain by going to live in England. But what it lacked in taste the aristocracy supplied in enthusiasm. Its founders, by definition men of outstanding energy and achievement, attacked the problem of establishing an aristocracy with all the zest which they had previously manifested in building railroads, creating commercial enterprises and piling up huge fortunes.

In the beginning of *Town & Country's* 100-year span, the most conspicuous evidence of this enthusiasm was perhaps a taste for flamboyant conviviality, climaxed about 1900 with dinners where horses were served champagne, and real pearls were served with the oysters. Later, however, the tastes of the upper classes grew more dignified. As indicated on the following pages, they had, by their social doings, their houses and the women whom they admired, to some extent achieved their goal.



GOULD FAMILY MOTOR CAVALCADE was photographed for *Town & Country* in 1902 at Lakewood, N.J. At left are the late Kingdon Gould and sister Marjorie, later Mrs. Anthony J. Drexel. In foreground is George J. Jr. At right are the late Jay and Vivien Gould, who became Lady Decies. In big car is Gould chauffeur.

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MINUET ON THE LAWN was danced in 1905 by pupils of Miss Marshall's School at Oak Lane, Pa. Accompanying text in *Town & Country* pointed out that boarding schools were very nice—"The girl goes forth an ugly duckling . . . restless, weak and peevish . . . and returns a swan . . . hand in hand with beloved friends."



EASTER PARADE was a thriving institution in 1900. Promenaders on New York's Fifth Avenue, wearing their best spring finery, paused to stare at



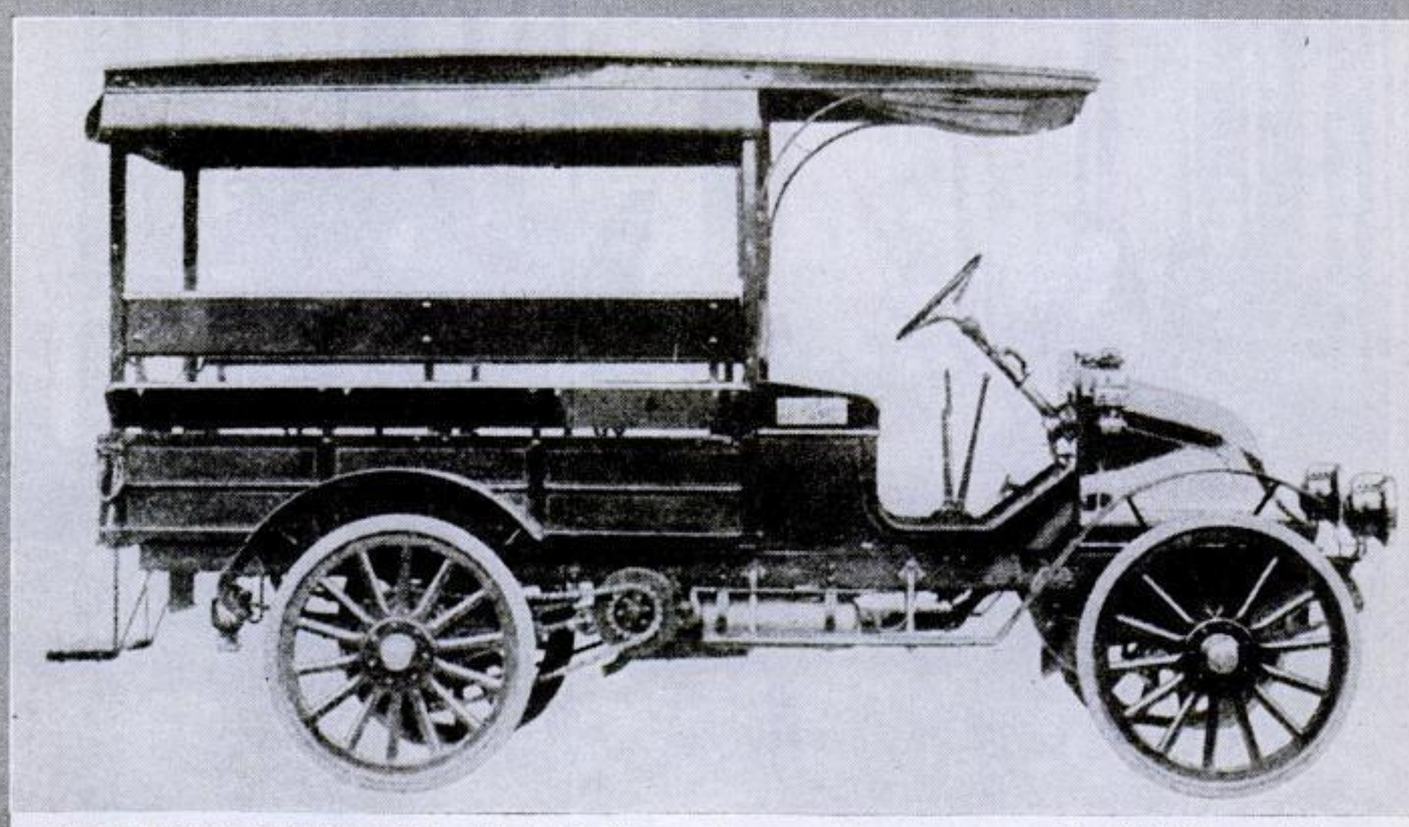
MRS. OLIVER H. P. BELMONT, a militant suffragette leader in 1909, engaged in a lengthy and bitter battle for women's voting rights as president of the League of Political Equality. She also struggled militantly but unsuccessfully with Cornelius Vanderbilt Sr. for social superiority.



FRANKLIN ROOSEVELT in 1920, at a hunt in Washington, was Assistant Secretary of the Navy, an athletic 38-year-old man who loved outdoor sports. Infantile paralysis struck him in 1921.



WINSTON CHURCHILL, then British Chancellor of the Exchequer, boar-hunted in 1928 near Dieppe with a French lady, Westminster hounds and his son Randolph.



FIRST STATION WAGON, with chain drive and removable seats, appeared in 1914. *Town & Country* remarked, "While the ordinary passenger automobile has been developed to an extent that admits of few improvements, the baggage-wagon for all-round country use is still waiting to come into its own."

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each other, at the lone automobile (*center*) among horse-drawn carriages and at the brownstone mansions (*left*) owned by the city's baronial families.



YALE'S CLASS OF 1897 marched through Vanderbilt Hall in Beau Brummell costume, prompting *Town & Country* to publish an article called "Fun and Ceremony at American Colleges." For the Harvard baseball game that year, Yalemen wore foot-high beaver hats, long-tailed buff coats, variegated vests and lavender trousers.



IRENE CASTLE was near height of her popularity as a dancer and socialite when this picture was made in 1920.



CLOCHE HAT was in its heyday in 1925 when Claiborne Foster (*above*) starred on New York stage in *The Patsy*.



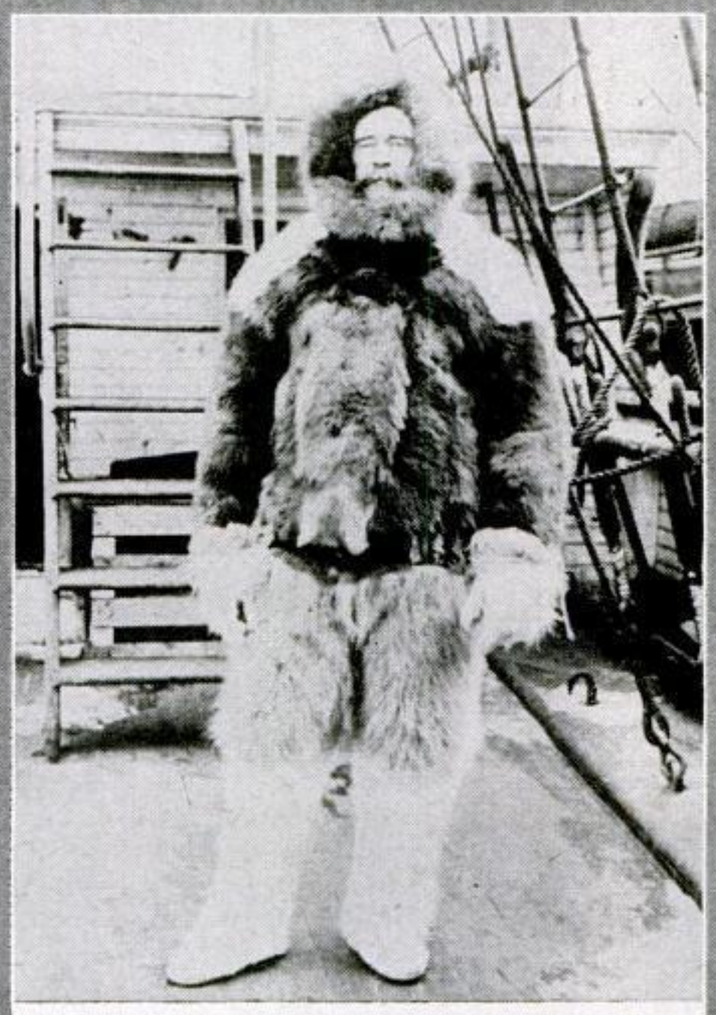
TOURISTS were "ready for the Christmas motor trip" in their new 1907 fur greatcoats.



ALBERTO SANTOS-DUMONT of Brazil made the first successful motor-propelled flight in a dirigible in 1901.



ENRICO CARUSO (*left*) strolled triumphantly in New York in 1913, when he made $100,000 as tenor at the Met.



ROBERT E. PEARY discovered the North Pole in April, 1909 after terrific hardships. On another expedition he proved that Greenland is an island.



ANDREW CARNEGIE had a palatial home in New York City in 1906. He once worked as a bobbin boy in a textile mill, earned more than $350,000,000 in his lifetime and gave most of it away.

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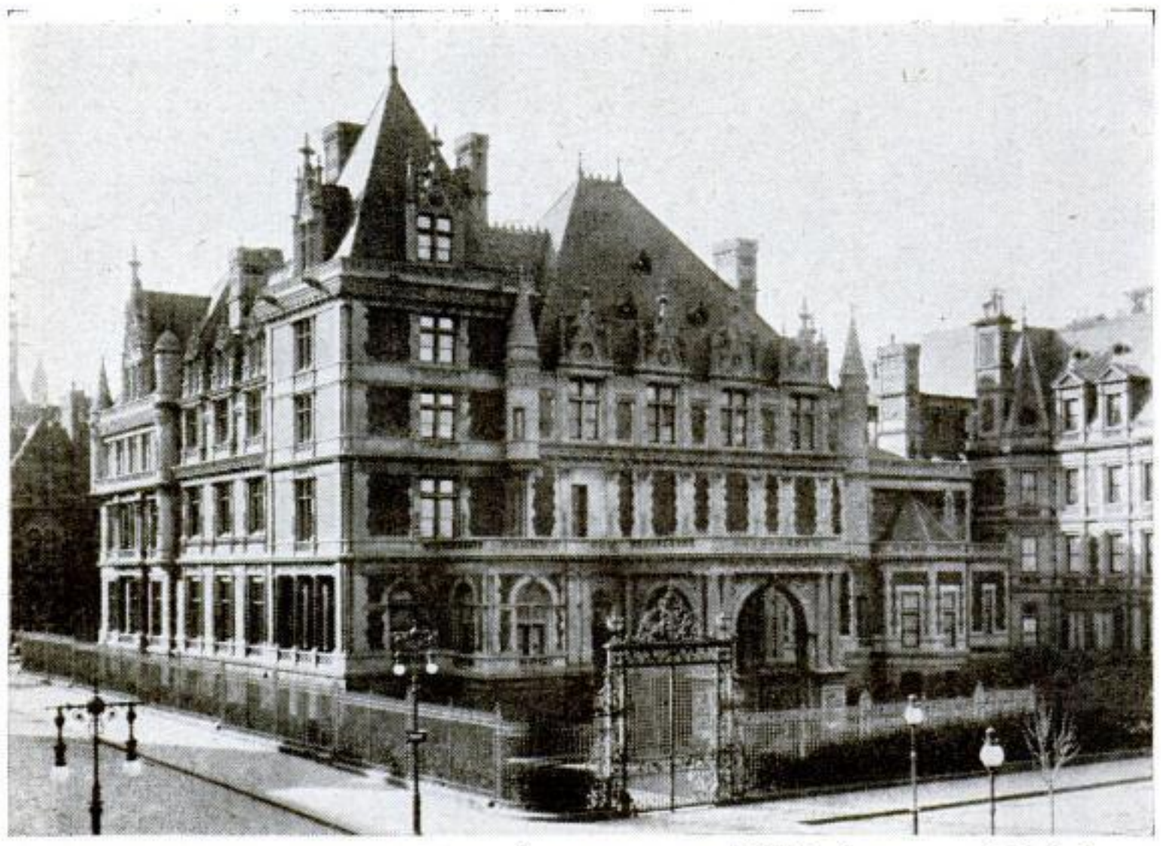
CASTLE HILL, in Ipswich, Mass., was built by Richard T. Crane, who made his fortune in plumbing and is said to have spent more money on Castle Hill than anybody in the U.S. ever spent on building a house. Pinkish bricks were imported from Holland. The façade of the house is in part a copy of the Duke of Lauderdale's house in Surrey.

HOUSES

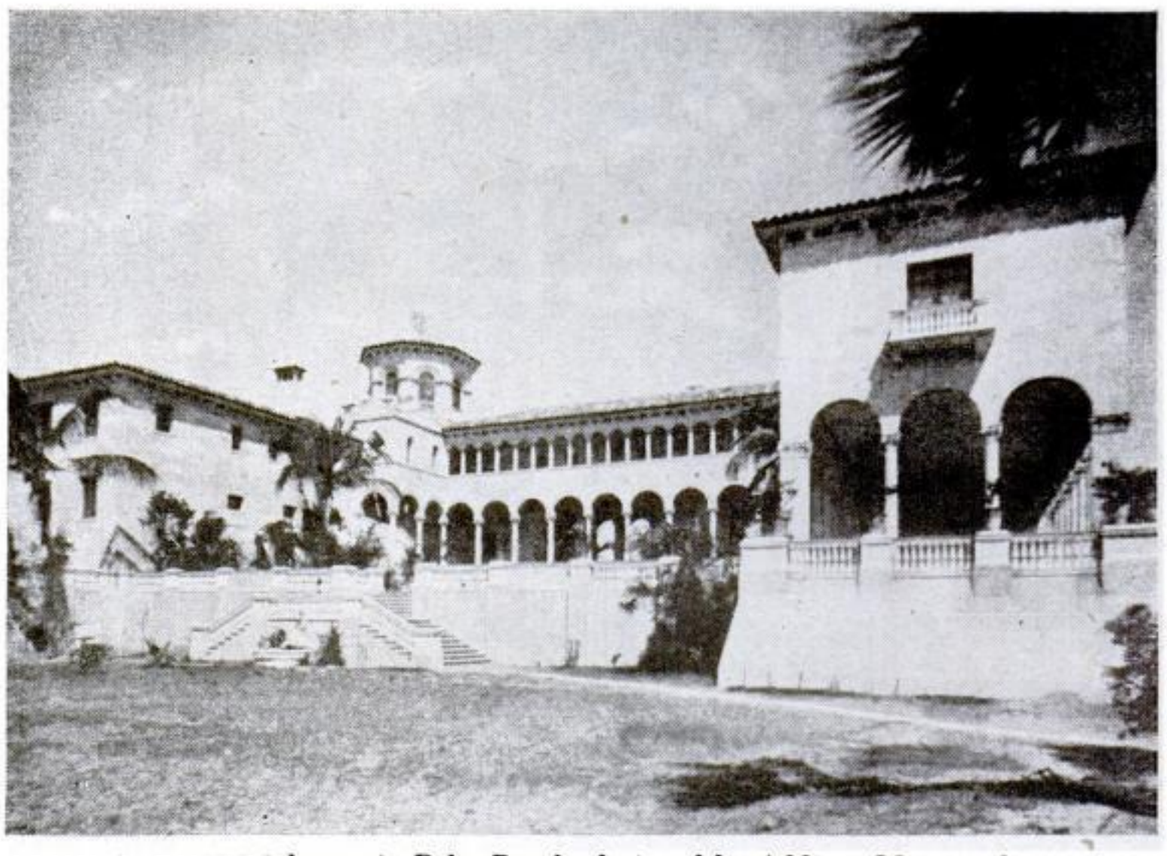
THE MANSIONS WERE HUGE AND ECCENTRIC

Since the U.S. aristocracy was founded on wealth acquired in competition, standing in this aristocracy was based on tangible evidence of the amounts that had been acquired. Hence, once having amassed their fortunes, U.S. aristocrats were impelled by both habit and ambition to compete with proportionate vigor in spending it. Yachts, motor cars and horses supplied minor outlets but by the turn of the century the score was really being kept in houses. In respect of its delight in magnificent surroundings, the U.S. aristocracy differed little from its European model. But, whereas in Europe each country had a definite style of its own, the U.S. aristocrats went beyond this to copy the styles of all of them. The net result was a collection of architectural prodigies.

While houses of the U.S. aristocracy bore little relation to their time or place, being mostly copies of European manors, castles or places, the U.S. aristocrats seemed to experience little trouble getting used to them. Staffed with swarms of English or Irish

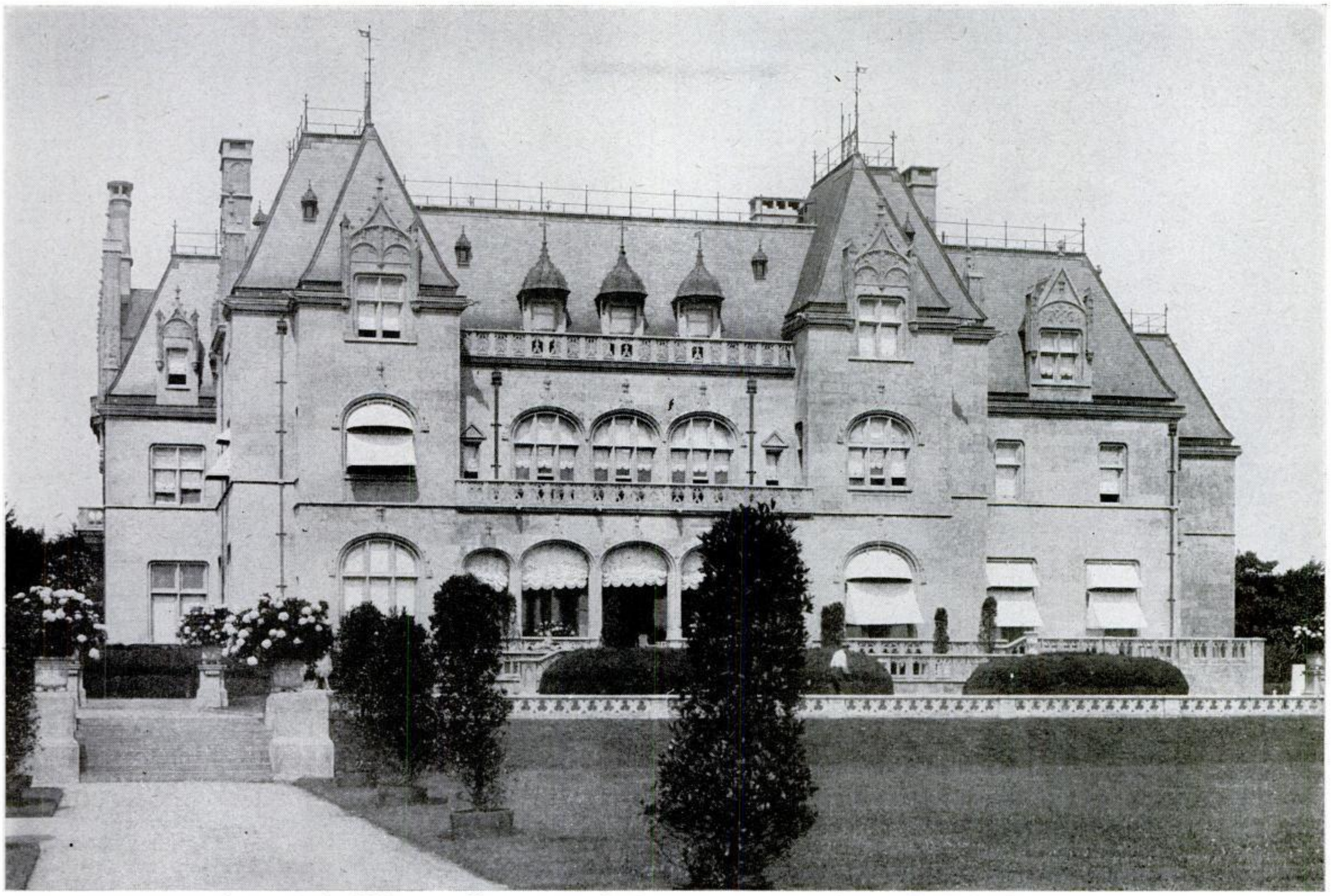


CORNELIUS VANDERBILT mansion at corner of Fifth Avenue and 58th Street was torn down in the late '20s to make room for Bergdorf Goodman department store.



JOHN S. PHIPPS house in Palm Beach, designed by Addison Mizner, shows an appropriate Spanish influence. Phippses, who are a U.S. Steel family, spend winters here

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CLARENCE H. MACKAY house at Roslyn, N.Y. is a vaguely French mansion of Italian limestone, surrounded by vast terraces. Inside, its 50 rooms were once decorated luxuriously with such items as an ermine spread on the day bed. During the depression Mr. Mackay closed his big house, moved to the estate's smaller "farmhouse."

immigrant servants indoors and even larger swarms of Italian immigrant gardeners to care for the vast, formalized lawns, shrubs and flowers outdoors, they became the scene of an elaborately even if hastily conventionalized existence in which their occupants competed further in the field of entertainment. Huge house parties and elaborate balls reached a climax in the years just before the 1929 depression when, at one of their more splendid resplendent soirees, the Edward E. Huttons of Palm Beach imported Ringling's circus as *divertissement* for a supper party on the lawn.

First the depression, then steep income and inheritance taxes and finally an insuperable servant problem put an end to the building of such edifices as those shown here. When there are several heirs to an estate, the upkeep of a mansion is usually beyond the means of any one of them. These factors also made it impractical for all but a very few of the very rich to go on living in them. Now, like many of the old and stately homes of England, the newer and somewhat less stately homes of the U.S. are for sale with remarkably few takers or have been converted to country clubs, galleries, schools and parks. The last major sale of a U.S. mansion was that of Killenworth, the George Dupont Pratt place at Glen Cove, Long Island. Built in 1912 for $500,000, it was bought for $120,000 by the Russian government, which, unlike its former owners, does not consider its yearly upkeep an extravagance.



OTTO KAHN camp, built by the banker at Upper Saranac Lake, N.Y., shows rustic country type, which was popular along the Hudson River about the time of the Civil War.



OPHIR HALL in Purchase, N.Y. was built by Publisher Whitelaw Reid a half century ago. It had 800 acres of grounds, over 20 rooms. It is on the market for $2,000,000.

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CONSUELO VANDERBILT, daughter of W. K. Vanderbilt, married the Duke of Marlborough in 1895 in fanciest wedding of the decade. She is now Mme. Jacques Balsan.



JENNIE JEROME, of Brooklyn, daughter of Leonard Jerome, was Winston Churchill's mother and a great belle here and abroad. She was best known as "young Lady Randolph."

BELLES

THEY SET A STANDARD FOR BEAUTIES IN U. S.

Whatever criticism may be leveled against male members of the U.S. aristocracy in the last 50 years, its women at least succeeded brilliantly in the art of appearing beautiful. Long before Hollywood made a somewhat different type of U.S. pulchritude the standard of the world, the great belles of Eastern-seaboard society were world-famous. Long before anyone had discovered the "American look," these beauties had supplied an ample definition of it. Far better than the male scions, the daughters of the very rich seemed to express the sheer vitality and nerve on which the social order was founded. Often marrying into European aristocracy abroad, they more than held their own against Continental rivals. At home they dressed superbly and entertained brilliantly at parties of which the munificence was frequently matched by the good taste. Their portraits, in oil or on film, are pretty enough to suggest that in *Town & Country's* dignified pages may be found some clue to the origin of what was later called the pin-up.



MRS. DANDRIDGE SPOTSWOOD, later Baroness Eugène de Rothschild, was called "the new beauty of Narragansett" in 1903. Married three times, she died last October.



MRS. OLIVER GRACE HARRIMAN was a Kentucky beauty who married the great railroad man's son. A lady with a literary bent, she wrote a 646-page book of etiquette.

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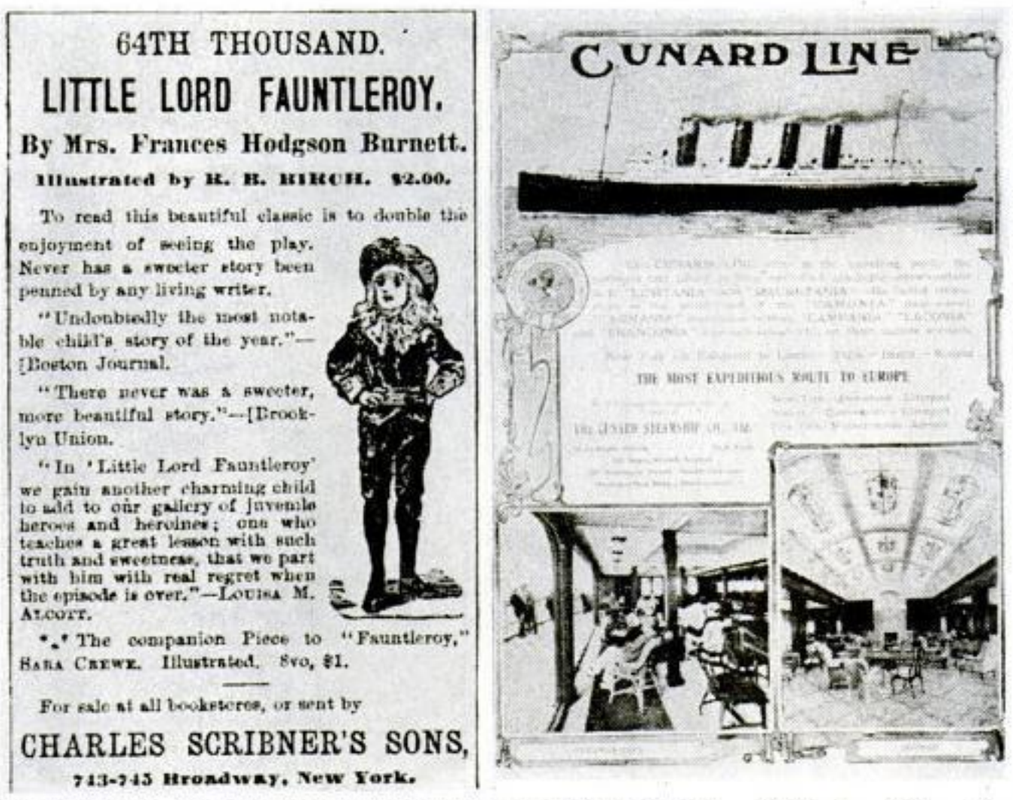
MRS. ANDRE EMBIRICOS AND MRS. JONATHON DUNCAN, wife of Greek shipping magnate and widow of American war hero respectively, carry on traditions of American beauty. Here they pose in latest Eugénie fashions before background of the empress's court. *Town & Country* calls Eugénie greatest influence on American fashions.

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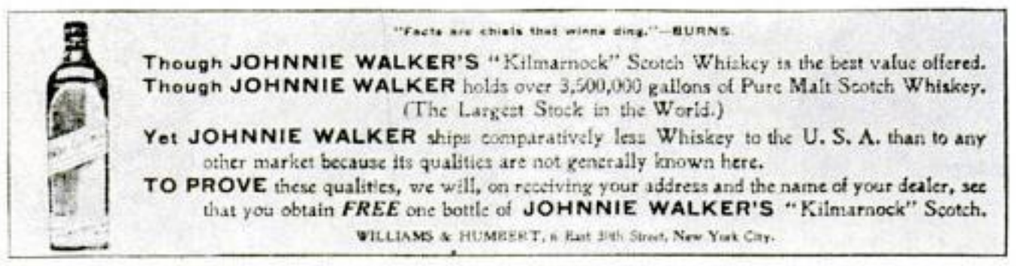
EDITOR HARRY BULL of *Town & Country* is visited by Stanford professor Bailey Willis, the founder's only son, who is 11 years younger than magazine.



"TOWN & COUNTRY" ADVERTISEMENTS for *Little Lord Fauntleroy* (1888) and Cunard Line (1912) are a clue to the character of the magazine.



"SEPTEMBER MORN," which raised row in prewar era, was published in *Town & Country* in 1912. Art dealer who showed it in 1913 was arrested.



JOHNNIE WALKER WHISKEY AD of 1908 offers contrast to present sales policy. Bottle of Johnnie Walker Black Label now sells for up to $15.

ARISTOCRATS

THEY AMUSED THEMSELVES AND REST OF U.S. PUBLIC

In looking back over its first hundred years of covering the activities of the U.S. aristocracy, *Town & Country* takes a serious, not to say reverent, tone about this subject. Such a tone is no doubt permissible or even proper on such an occasion. Nonetheless it brings to mind the fact that there has lately been a sad decline in one fine old custom which was certainly a prime feature of the very period under discussion. This was the tradition of laughing at the moneyed classes, one of whose prime functions on the U. S. scene indeed was that of supplying first-rate comic material for those less fortunately situated.

The American rich, it should be said to their credit, were almost never at a loss in this direction. The houses they lived in were funny because, in keeping with neither the origins nor the arrival of their exuberant denizens, they betokened primarily the efforts of parvenus to make themselves at home in an environment of wealth, to which they were unaccustomed, by borrowing the battlements of those who were. Their choice in books and picture collections, in music and entertainment, often offered fresh and cheerful evidence of the familiar proposition that good taste is more important to good living than the means to indulge it. The more they tried to be dignified, the less they usually succeeded, and their doings had many of the elements of a sort of soap-opera version of Molière's *Le Bourgeois Gentilhomme*, carried on from day to day on the society pages of the daily papers or wherever else they could be encountered, even at a distance.

The public relished this state of affairs in a variety of different ways, from comic strips like *Keeping up with the Joneses* on the one extreme to books like Thorstein Veblen's *Theory of the Leisure Class* on the other. Such works differed widely in their choice of material, partly because they had so much to choose from. All of them, however, were funny for much the same reason that in America it is funny when a snowball hits a silk hat. They underlined the main point about the American aristocracy, which was that, after all was said and done, it was not really an aristocracy at all. Aristocracy means "rule by the best." One distinguishing feature of the U. S. variety was that, in the era under discussion, it ruled nothing whatever. The other was that, outside of being funny, the only things it was really best at were first making money and later playing polo—the latter being the only game in whose paraphernalia a pocketbook is the most essential item.

As to why the old custom of laughing at the rich has lately declined several good reasons could be offered. One, however, is certainly the rise of Communism, which has skimmed the cream off the comedy just as completely as the rise of anti-Semitism has spoiled all the jokes about the Jews. Jokes about Jews, or about wops, squareheads, Dutchmen, micks and Scotchmen, used to be a kind of initiation ceremony, appropriate to a national club that was welcoming all of them as members. Jokes about the rich likewise amounted in a way to an endorsement of their presence in our midst. Now, however, satire at the expense of their attempts to adjust to an alien environment tends to be confused with genuine hostility to the indigenous system which produced them. This enlists the satirist himself in a crew of miserable, two-for-a-nickel pipsqueaks who are not only far more ridiculous than the rich but infinitely less amusing, either consciously or otherwise.

Of course to some extent the decline of the moneyed classes is clearly their own fault. The rich should probably have made smaller fortunes and, having made them, should have made more sense out of their lives. No doubt also more of their sons should have gone into government or the arts or even the paternal business with some show of effectiveness, instead of lolling around in sap-traps, hitting balls with sticks or simply doing nothing. However, had they done so, they might have encouraged the public's dangerous tendency to take them seriously. They showed intuitive understanding of their function by avoiding this error. An aristocracy, based on wealth and competition, may be a phony one, but it is also the only kind America has ever wanted, and an old-fashioned one, which really tried to be a ruling class, would be a deplorable retrogression.

As to what is to become of the U.S. aristocracy, and the jokes about it in the future, time will have to tell. However it seems that if people in the U.S. can go on competing for prizes even when they are not altogether sure what the prizes are, there will always be good reason to chuckle at the winners of the race a little even while we cheer them. If so, *Town & Country* in its next hundred years should be able to discuss their doings with honest gaiety, as well as with pride and justified affection. —NOEL F. BUSCH

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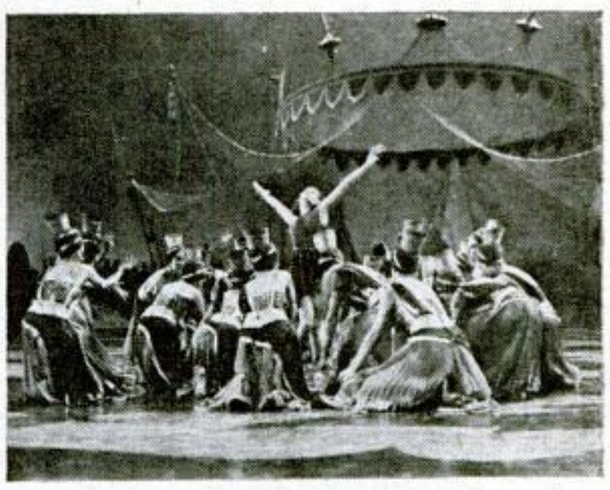




ROMANCE . . in an outcast port of intrigue!



EXCITEMENT. . . the girl of 1001 dreams!



SPECTACLE . . Moroccan nights of revelry!



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Thrill to the best loved music of
RIMSKY-KORSAKOFF
"SONG OF INDIA" • "FANDANGO"
"ARABESQUE" • "FLIGHT OF THE BUMBLE BEE"
"HYMN TO THE SUN" • "CAPRICE ESPAGNOL"
"SCHEHERAZADE"

Song of Scheherazade

in TECHNICOLOR

with EVE ARDEN PHILIP REED • JOHN QUALEN *and* CHARLES KULLMAN

Star of The Metropolitan Opera Company

Written and Directed by WALTER REISCH • Director of Photography: Hal Mohr, A.S.C. • Associate Producer: Edward Dodds
Produced by EDWARD KAUFMAN • A UNIVERSAL-INTERNATIONAL PICTURE

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Picture Quiz

ANSWERS AT BOTTOM OF PAGE



1. In 1925 the average monthly wage of Union Oil employees was $158.62. Last year it averaged $273.56—an increase in 20 years of 72%. What was the principal cause of this increase?

CHECK ONE: ☐ *The Wagner Act.*
☐ *The employees got a bigger share of the profits.*
☐ *The employees earned more because they were able to produce more.*

2. You can't dig an oil well with your bare hands. Someone has to provide the employees of an oil company with "tools"—drilling rigs, trucks, service stations, etc. In America this is done by stockholders. How much would you estimate the stockholders of Union Oil have invested in "tools" for each Union Oil employee?

CHECK ONE: ☐ *$40,886* ☐ *$15,206* ☐ *$1,232*

3. Union Oil Company made a total net profit last year of $8,747,992—6% on gross sales, 5.9% on the capital invested in the company. What would you estimate this net profit averaged per stockholder-owner?

CHECK ONE: ☐ *$10,432* ☐ *$25,000* ☐ *$258*

4. During the last peacetime year in Europe (1938) the retail price of gasoline was 59¢ a gallon in Berlin, 45¢ in Istanbul, 31¢ in London, and 81¢ in Rome. In America it averaged 18¢—one-half as much (excluding taxes) as it sold for in 1920. What accounts for this difference?

CHECK ONE: ☐ *U. S. Government regulation.*
☐ *Competition between U. S. oil companies.*
☐ *U. S. had larger oil resources.*

ANSWERS

1. *The employees earned more because they were able to produce more.* Last year Union Oil employees worked 35% fewer hours than they did in 1925 and had more vacation, health and pension benefits. But they had *twice* as many "tools" to work with. Consequently they could produce more with less work. Production per employee went up 76% and wages went up 72%.

2. The average Union Oil employee has $40,886 worth of "tools" with which to do his job.

3. 8¾ million dollars is a lot of money, but it was divided among a lot of people. For Union Oil is owned, not by 1 man or 2, but by 33,938 individual Americans, the largest of whom owns less than 1¼% of the total shares outstanding. So the net profits averaged just $257.76 per stockholder-owner.

4. *Competition*—Less than ⅛ of the "favorable oil producing areas" in the world are located within the boundaries of the U.S. Other countries had more governmental regulation of gasoline prices than we. But no other country in the world has as much competition in the oil industry and no other country in the world has as low gasoline prices.

UNION OIL COMPANY

OF CALIFORNIA

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 14, Calif.

AMERICA'S FIFTH FREEDOM IS FREE ENTERPRISE

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IN SHIRTSLEEVES, CECIL ADAMSON, BOSS OF ADAMSON COMPANY, CHATS WITH WORKERS LOADING FINISHED STORAGE TANK ON TRAIN

"Every Man a Capitalist"

A manufacturer named Adamson solves a major U. S. problem: labor. He splits profits with workers. Result: profits up 500%, strikes zero

by JOHN CHAMBERLAIN

EAST PALESTINE, Ohio (pop. 6,000) is a raw little Main Street town just over the border from Pennsylvania's Beaver Valley steel area. A pottery- and furniture-making center, it looks like any town in which the high-school girls, lingering over their Cokes in the drugstore, would speak contemptuously of "this hick burg." But East Palestine has its virtues. For one thing it is almost precisely halfway between New York and Chicago on the main line of the Pennsylvania Railroad, which makes it about as good a manufacturing locality as you could find from the standpoint of shipping costs. For another thing it is close to sources of raw steel—Pittsburgh is 50 miles to the east, Youngstown is 20 miles to the north.

The real distinction of East Palestine, however, is that it has just recently become the lodestar for a new type of pilgrim. That pilgrim is the professor of industrial relations looking for a laboratory-tested formula for industrial peace. While Washington seethes with the pernicious idea that you can solve "the labor problem" by brute legislation, and while union leaders and most plant managers continue to put their trust in creating a brute showdown atmosphere of strike and antistrike psychology, the professors of the new science—or art—of making the worker happy though working know that none of the brute tactics will do.

The trouble with theorists, however, is that they must remain "long-haired" until they can find a tough, pragmatical gentleman who has stumbled by trial-and-error or pure intuitive insight upon a working relationship that is in accord with the deductive logic of the schools. The theorists think they have found such a pragmatical savior in Cecil F. Adamson, who makes welded tanks in East Palestine. They are currently visiting him and making notes on him; he bids fair to become Textbook Example No. 1 of a new industrial age.

This potential example has made use of an old device—that of the profit-sharing scheme. But as we shall see, it is profit sharing with a difference. The curious thing about the Adamson scheme is that the Adamson Company is now five times as profitable as it was in the old days when the boss kept

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Ask your druggist for "How to Care for Your Hair with Herbex." This comprehensive booklet answers many questions you want to know about the proper care of your hair—how often to shampoo?—How to massage your scalp?—What to do about oily or dry conditions? If your druggist cannot supply you, write Parker Herbex Corp., 607 Fifth Avenue, New York 17, N. Y.

LADIES! Ask your hairdresser for a Parker Herbex Hair Hygiene treatment—particularly before, during and after permanent waves.



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MINI-MAX

all the profits for himself. And after giving half the profits away—Adamson and his partner split 50-50 with the working force—there is still more than twice as much as before to pay the rewards of ownership.

Cecil Adamson does not look or act any more like a savior than East Palestine itself looks like a New Bethlehem. He talks the flat Midwestern speech to the professors. Not too grammatical, he may say, "Wages were froze," but when he keeps stressing the importance of mental attitudes to business—"It's mental, you understand, it's just a frame of mind"—the professors understand him. A slouchy, comfortable person, he goes to work in white socks and a shirt with short sleeves and an open, necktieless collar. Even in cold weather he disdains an overcoat. Short and 64 years of age, he contrasts Mutt-and-Jeff fashion with his young six-foot-five, M.I.T.-crewman partner, Donald Gillies Jr., who is the son of a Republic Steel Corp. vice president. But if Adamson looks small and vulnerable to time beside his new partner, he is still the soul of his shop. His arms and hands are brawny and capable; they still have an indisputable machinist's look about them. If a job needs doing on the factory floor, Adamson goes down and does it; the metal work for the railings in the club-room cafeteria that is a showpiece in his plant is his own handiwork.



PRODUCTION INDICATOR is set daily. The top hand shows previous month's total. Treasurer is setting other hand to show this day's production.

A small, profitable business

THE company Adamson runs is distinctly not big business. The gross is somewhere in the neighborhood of $1,000,000 a year; the annual output is 100,000 welded steel storage tanks which are sold mainly to oil companies and gas-station proprietors anywhere east of the Mississippi River. But if the Adamson Co. is not big business, it is profitable business. Adamson has always made money, even in depressions. Furthermore he has always been a price-cutter. During NRA days his competitors tried to use Blue Eagle standards as an excuse to get Adamson's prices up. Adamson, who has always paid the highest wages in the welded steel tank business, countered by trying to force his competitors' wages up. He even sent his men around the country to "persuade" his competitors' workers with a slogan: "Adamson's men get good wages; why don't you?"

Adamson was born shrewd. The son of an Akron manufacturer who made machinery for the early rubber factories, he could have gone to M.I.T., whence issue the professors who come to study his present-day operations. But as a boy in high school Adamson had already mastered advanced mathematics, draftsmanship, engineering and shop practice for himself, and he decided that college would be a waste of time. His first independent enterprise was to invent and patent a simple vulcanizer for the roadside repair of punctured inner tubes. He started manufacturing the vulcanizer in East Palestine in 1912 and made a successful business out of it. But when the balloon tire came into general use, the vulcanizer was outmoded. Taking quick thought, Adamson asked himself, "What new method can I adapt to some phase of the market provided by the continuing expansion of the auto industry?" He had seen arc welding done in shipyards during World War I; he had witnessed the growth of service stations along the rapidly improving highways of Ohio. The answer came to him when he put arc welding and service stations together in his mind: he would pioneer the first standardized welded steel storage tank. That was in 1919; the sale of some 2,000,000 Adamson tanks during the next quarter of a century was proof of his foresight.

When the Steel Workers' Organizing Committee sent emissaries to East Palestine in 1937, Adamson did nothing to counter them; if the men in his shop wished to join a union that was their business. But when unionism failed to alter the rhythm of the shop, Adamson felt vaguely confused; it seemed to him that willingness to go the whole way with the new unionists ought to pay a dividend at the box office to everybody concerned. Dissatisfaction with the rhythm of the shop led Adamson to some theorizing about the nature of labor and capital. Both, he decided, were machines requiring maintenance and upkeep—the wage accounted for the overhead of one, the depreciation fund accounted for the overhead of the other. But ordinarily capital earned something over and beyond its overhead. This favoritism to capital—and Adamson formulated it to himself as just that—must logically be resented by the sentient, animated, all-purpose machine-tool that is man. So Adamson came to his formula: the approximate 50-50 profit-sharing plan.

In coming to his plan Adamson naturally investigated the profit-sharing experiences of other industries, and in all of them he discovered what seemed to him to be serious flaws. Some companies asked their workers to contribute a portion of their wages to be "matched" by company contributions out of profits. Others tied up the profit-sharing fund for old-age pensions or sick benefits or severance pay or insurance policies. A few companies gave a share of the profits outright, but did it at the end of the year, at the discretion of the owners. In none of these cases did the all-purpose machine-tool that is the worker get his share of the dividends as if by unqualified right.

Adamson decided that largess was all very well; he is not an enemy of generosity. But he doubted that any of the profit-sharing plans in use actually caused any ponderable increase in productivity per manhour.

When you talk to Cecil Adamson he constantly breathes a real belief in freedom. In this he runs counter to most of his fellow industrialists who talk glibly enough of "free enterprise" but who ordinarily offer concessions to workers in a way that deprives them of freedom of choice in handling their own money. Belief in freedom, says Adamson, implies a trust in a man's ability

Employee's Statement No. 74

DATE 11/20/46

NAME A. VACCARO

WAGES DUE	$ 95.20
DIVIDEND– OCT.)(73 %	$ 159.84
	$ 255.04
INCOME TAX	$ 33.30
S. S. A. DEDUCTION	$ 2.55
C. I. O. DEDUCTION	$.75
	$
NET AMOUNT	$ 218.44

THE ADAMSON COMPANY, INC.
EAST PALESTINE, OHIO

PAY STATEMENT of Adamson worker shows that he made $95.20 for half of November and received $159.84 as his share of the October profits.

CONTINUED ON PAGE 97

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Virginia Dare is just the right wine to serve at holiday parties. Its flavor is *hearty* but never *heavy*, different from port, sherry, or any other wine in the world. Surprisingly inexpensive, delightfully refreshing, you'll surely "Say it again" once you ask for Virginia Dare.

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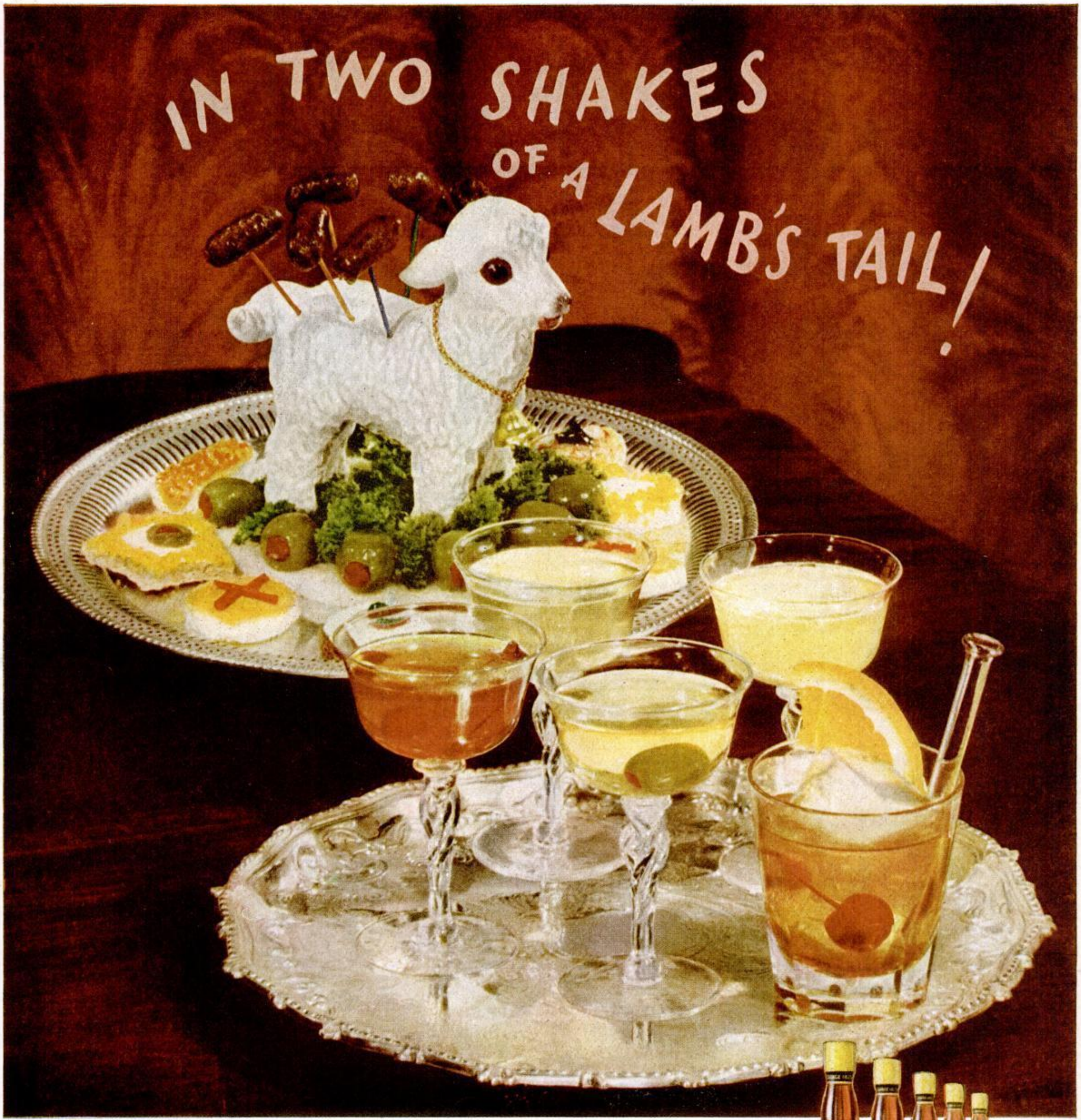
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AMERICAN RED OR WHITE

WINE

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Manhattan, *65 proof*
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For the 1 man in 7 who shaves daily

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Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

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Everett D. Hulbert
PRESIDENT



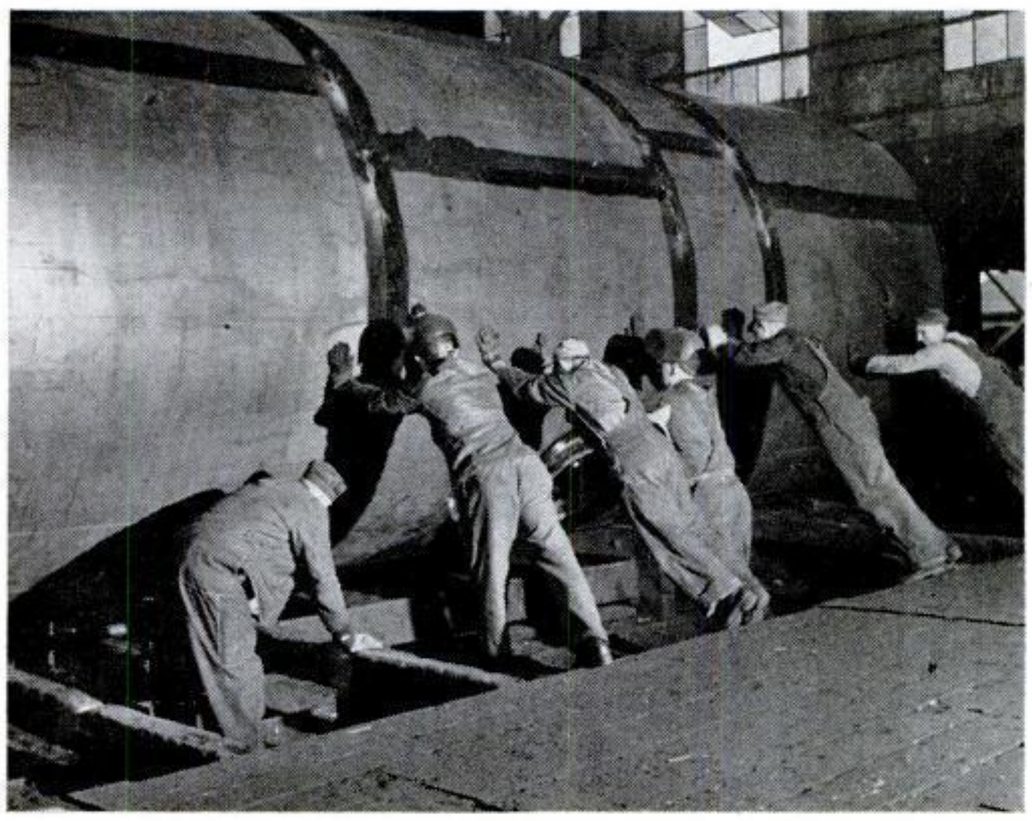
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The ignition wheel is the heart of every lighter. All Galter lighters have precision-milled ignition wheels to assure a light every time.

By The Makers of GIANT Table Lighters

Galter PRODUCTS COMPANY
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WORKERS HELP OUT ON each other's job. Here two men from the welding department are helping fitters push assembled tank up the skids to be welded.

ADAMSON CONTINUED

to make his own commitments and investments, to provide for his own security and to buy his own insurance. Besides, when an employer undertakes to be savings banker and insurance agent for his employes, the overhead of the industry mounts and everyone must lose something thereby.

Since the free man, in Adamson's opinion, likes both responsibility and adventure, the proper profit-sharing plan must wrap these things up in one package. The responsibility would be easy to take care of through an approximately 50-50 unconditional split for either worker or stockholder to use at will; the adventure must come from a sense of anticipation that is constantly present. Men don't put out extra effort, so Adamson ruminated, for the "pie in the sky" that is an old-age pension, but they do work hard for an immediate tangible reward or commendation. So the profits, he argued to himself, must be shared every month.

Having made up his mind that a profit-as-of-right on certain closely spaced dates was the answer, Adamson was faced with another problem. The lure of "every man a capitalist" that goes with the profit-sharing device does not always please the philosophers—or the bosses—of unionism. They recall the many instances in which profit-sharing has been used to keep unions out. But Adamson decided to let the union do the work of instituting and working out the details of the new scheme and of policing it in operation. Going straight to the United Steelworkers of America headquarters in Pittsburgh, he put his feelings up to the boys. "Here," he said, "I give the union everything it asks for. But the shop isn't working well. What do you want? Let's get together and work out something so that you'll get something and I'll get something."

Cecil Adamson's request would have fallen on deaf ears in most union headquarters. But the United Steelworkers is more sophisticated than most other unions about problems of production. Even though he would deny it, most of this sophistication derives from a chuckling, pugnacious, thoughtful Irishman named Joseph Scanlon, the Steelworkers' expert on mill practice and cost accountancy.

Sharing a bigger pie

SCANLON is a disciple of Clinton S. Golden, a former vice president of the United Steelworkers who learned his unionism in New York when the garment-trade labor leaders were first developing the philosophy of the healthy union in the healthy industry. Where other union leaders have been stressing the need to fight the employer for a bigger slice of an existing pie, Golden and Scanlon have been carrying on a crusade for mutual sharing of additions to the pie. The difference between Joe Scanlon and Clint Golden is that Joe comes out of a steel-industry background, where Golden grew up as a machinist, a labor educator and a chicken farmer. As a young man in Mansfield and Massillon, Ohio, Joe worked as a steel-company cost accountant. But Joe was a featherweight boxer in those days, sometimes getting $1,000 a fight. When he was told that he could not hope to rise as an accountant if he kept coming to work with black eyes, he bridled. Marching over to

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AMAZING GLUE



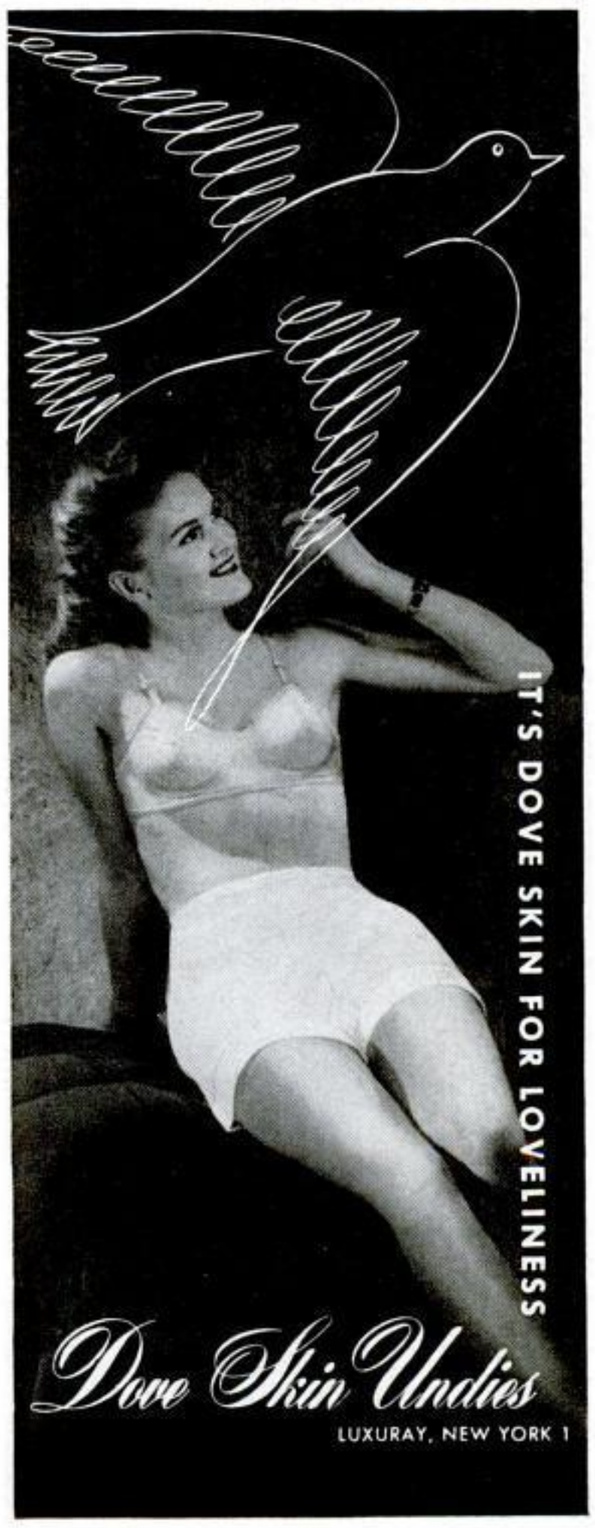
By actual tests . . . holds more firmly than other glues, pastes, and cements

LEATHER TO FABRIC
FABRIC TO WOOD
WOOD TO PLASTICS

Actual size shown

25¢

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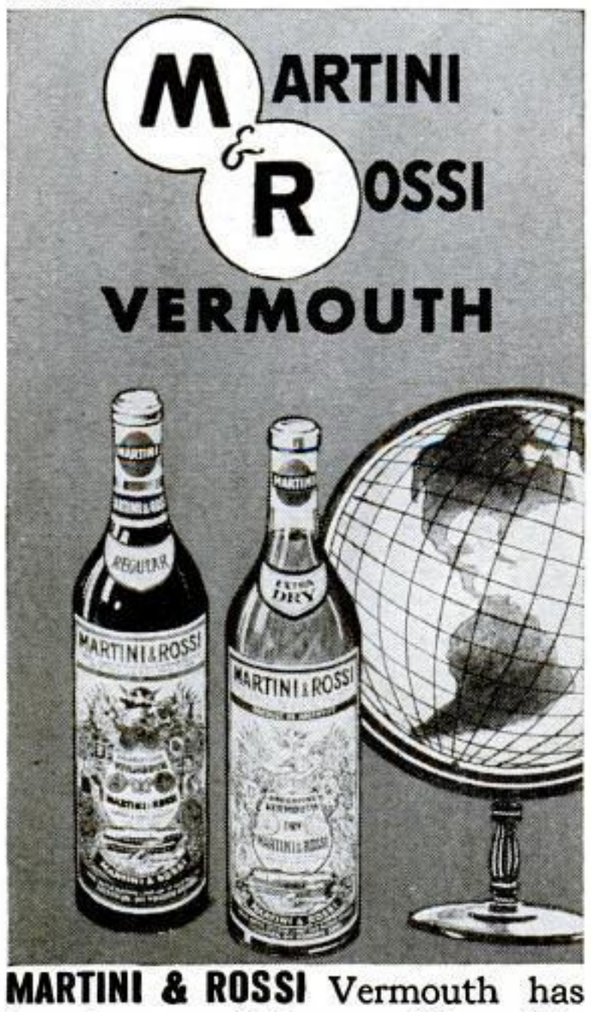


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...About a Manhattan Cocktail



ASK THE MEN who mix 'em at fine bars. They can tell you that the flavor of a Manhattan depends as much on the quality of the vermouth as on the quality of the whiskey . . . which is why those who are famous for their Manhattans use imported Martini & Rossi Vermouth.



MARTINI & ROSSI Vermouth has long been world famous. The subtle M & R flavor has never been successfully duplicated. Keep both kinds on hand. *Regular* for a Manhattan. *Extra Dry* for a Dry Martini. W. A. Taylor & Company, New York City. Sole Distributors for U. S. A.

PRODUCT OF THE ARGENTINE



NO CHARGE FOR MEALS is made at Adamson cafeteria. But since costs cut profits, workers do not consider they get meals free. Here boss breakfasts with worker on coffee, milk, sandwich, while phonograph plays popular music.

ADAMSON CONTINUED

the tougher side of the steel industry, he became an open-hearth operator.

In coming to Joe Scanlon, Cecil Adamson had reached the right man. For with his background of front-office figures, open-hearth technology and union activity, Joe is able to persuade workers that cost cutting does not necessarily have to do them out of jobs. A score of small companies testify to Joe's handiwork: the Pittsburg Water Heater Corp., the Empire Sheet & Tin Plate Co. and other once moribund shops have revived themselves by letting the union show them how to cut costs to their mutual advantage. But first Joe has had to prove to the workers that they wouldn't be sweated by their contributions to a new efficiency.

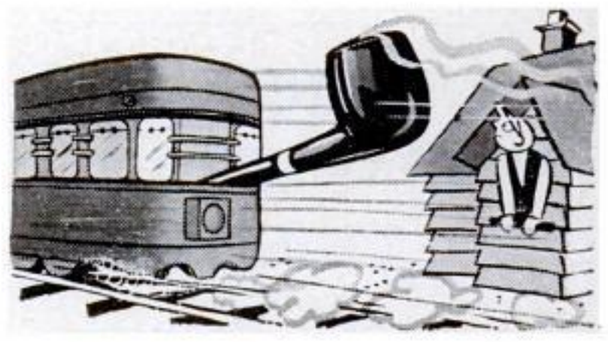
When Cecil Adamson asked Joe Scanlon to take on his problem, he had the wartime Little Steel formula to worry about: generally pay or profit-sharing increases above the allowed 15% could not be justified unless they were geared to increased production. Despite the lawyers, who managed to snarl things up at a fee, Scanlon and Adamson finally worked things out to the satisfaction of the War Labor Board: the profit sharing was linked to the changing ratio of sales value of production to labor cost. Adamson opened his books to a Union Production Committee of five and to an administrative committee of three white-collar workers who were named to coordinate the union committeemen and management representatives. Even the front office and sales forces were asked to join the union as a pre-condition of sharing in the profits; the lure worked where the compulsion of a closed-shop contract might have caused unmanageable surliness in a few recalcitrant white-collar individualists.

The profit-sharing plan was initiated on Jan. 1, 1945 on an approximate 50–50 experimental basis. Later it was changed to an exact 50–50. When the working force of some 100 split a bonus of $4,200 the first month, with gradations worked out according to wage scales, suggestions began to pour in for improving the welding techniques, for smashing bottlenecks, for cutting down idleness on the plant floor. Welders who had always stood around waiting for materials found themselves helping with loading and unloading at the freight sidings; men started learning to do different jobs so that interchangeability would cut down the need for extra hiring on the one hand and temporary layoffs on the other.

The happy factory

SINCE there was no attempt to pit worker against worker by piecework incentives and no nagging, hypercritical time-study accounting for an individual's time, the shop efficiency leaped forward on a unitary basis. Faster and younger workers helped their more aged partners, and only the real malingerers and absentee artists got the brush-off. Since Adamson's men are not young—the approximate average age of the factory force is 48—the sudden jump in efficiency was the more remarkable. Adamson was confident that his scheme would work, but when 1945 ended with a registered 54% increase in production efficiency, he himself was

CONTINUED ON PAGE 100



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Yes, Sir! Most popular in the smoking cars on our best trains. Gentle as a down hill glide... *smooth* as a streamliner.

Fill your pipe with the tops in tobacco...

Country Doctor *Pipe Mixture*

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The DASH that makes the DISH

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MOVIES

HOLLYWOOD GLAMOR MURDER!

MOVIES

These Ten Beautiful Brunettes Suspected By Detective Warne in Song Writer Mystery



DOLORES No. 1



DOLORES No. 2



DOLORES No. 3



DOLORES No. 4



DOLORES No. 5



DOLORES No. 6



DOLORES No. 7



DOLORES No. 8



DOLORES No. 9



DOLORES No. 10



SUICIDE? Homicide squad thinks so after examining body of song writer. Hollywood detective Joe Warne, suspects it's murder.

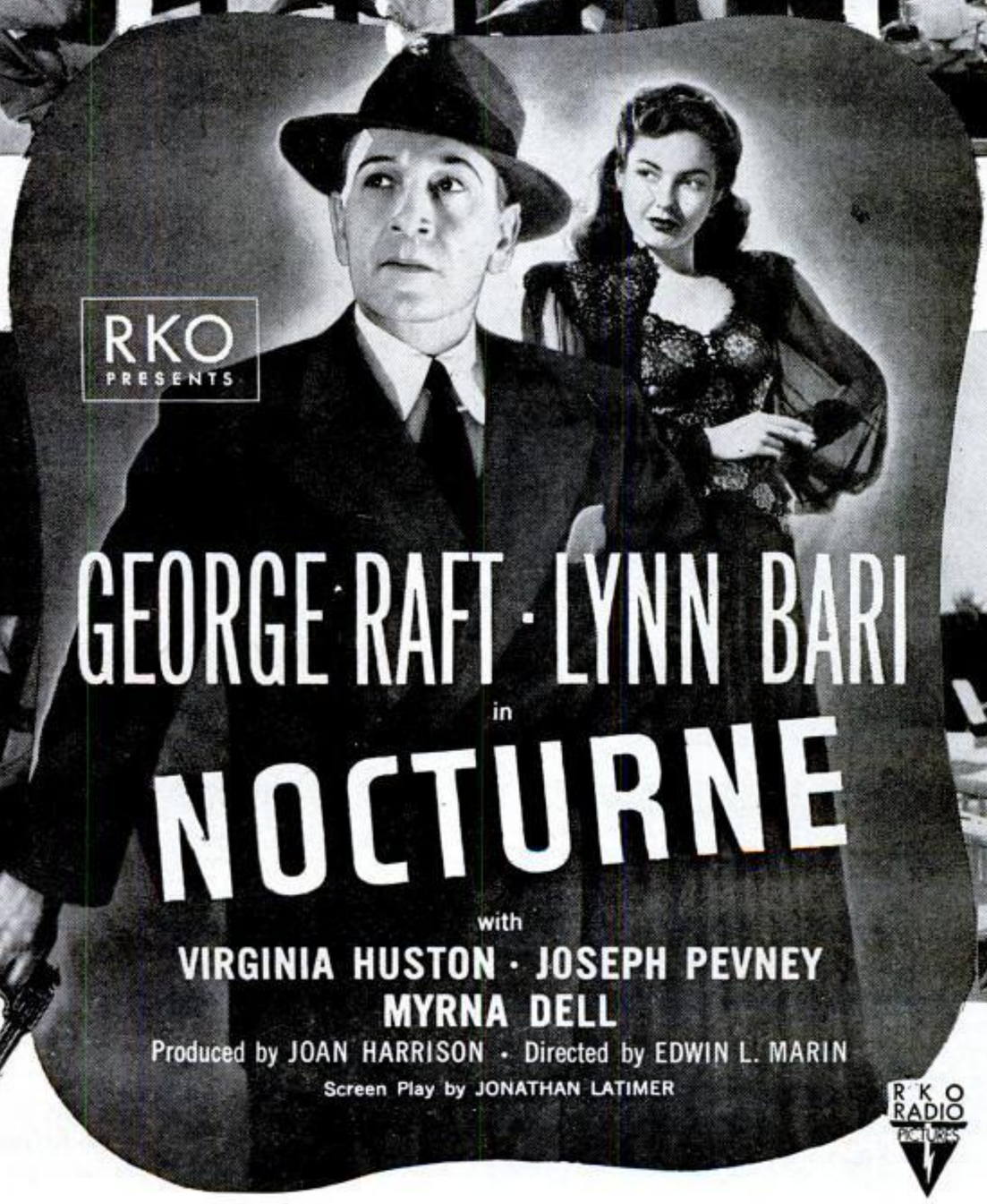




ON RKO LOT, Warne locates loveliest suspect, film actress Frances Ransom, working on the set of "Sinbad the Sailor."



AT STUDIO PLAYERS CLUB, Carol Page admits visiting the victim's home and confesses her sister was also there..





BRUNETTE ACTRESS, identified as one of victim's sweethearts, thinks Warne has fallen for her, asks him to drop the case.

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Robert the Bruce, in hiding after six defeats, was inspired to gather his army together and win his kingdom—by a spider who succeeded in spinning his web after six failures. (Early 14th Century)



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The unchanging stories of its great heroes are still retold in Scotland today. Old favourites are always cherished. Teacher's, too, is cherished for the unchanging story of its fine flavour, known the world over. Since 1830, Teacher's Scotch Whisky has been skillfully blended by the same Scottish family. The constant quality of Teacher's has made it the respected Scotch Whisky.



It's the Flavour

TEACHER'S

BLENDED SCOTCH WHISKY... 86 PROOF

Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

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somewhat surprised. And the profit figures were amazing: an income increase of approximately half-again as much for the workers and more than twice as much for ownership, as compared to a noncooperative, nonsharing year. Inasmuch as market conditions had not changed, the altered profit figures could be attributed solely to worker efficiency. The new spirit of the Adamson shop was summed up when a union veteran of Detroit and Pittsburgh picket lines came to Joe Scanlon and said, "Joe, I can't fight here. I'd be fighting myself." Last year, all through the steel strike, Adamson Co. went on working.

It would be too much to claim that all of the Adamson employes have become avid savers since 1945; a record of garnished pay checks still goes on in some instances. But Adamson knows of one ex-wastrel who has not only started to save all of his profits but some of his base pay check as well. Other workers have started chalking up the month-by-month production records on H-beams in the factory; they know that each good month not only gives them a tingle of adventure but an extra measure of security. An Adamson roll operator has telescoped five annual payments on his home into a single profit-sharing year. Another employe has bought six acres of land. Still another plans to buy a chinchilla farm. Only recently the men got together and voted Adamson a nominal base salary of $12,000 a year; he had previously taken all of his income from the business in the form of profits. When Joe Scanlon kiddingly suggested that Adamson be allowed a base labor rate of around a dollar an hour—"What the hell, that's enough for him"—the spokesman for the local took him seriously. "Oh, no," he said to Joe, "you can't do that. He's a good man."



JOE SCANLON, Steelworkers' official, helped draft Adamson's plan.

At the universities, in the new industrial relations courses, they argue that neither "security"—as guaranteed by the so-called "protective clauses" of a union contract—nor good wages is enough; the worker must have a sense of participation, he must feel he is a necessary member of a social unit, to feel happy though working. What the industrial relations professors are discovering—or rediscovering—is simple common sense to any football coach, scoutmaster, symphony orchestra conductor or stage director. But the practical application of this common sense to modern industry is a baffling problem. During the war the Packard Company introduced labor-management committees that did wonders in speeding production. "It works when they're all out to do a job for Uncle Sam," said George Christopher, president of the Packard Company, back in 1943. "But what's the unifying factor going to be after the war? Are the workers going to beat hell out of the production line all for the love of the stockholder?"

What workers need

THE works of Harvard business school Professor Elton Mayo (see *The Fruitful Errors of Elton Mayo*, FORTUNE, November 1946) stress the need for evoking the sense of group participation in the factory process. But a group without an end-in-view that is deeply satisfying to each individual component is just as apt to "participate" in community horseplay or in the teamwork that is needed for conducting a truly artistic slowdown as it is in turning out a product with speed and craftsmanlike attention to quality. So what is the end-in-view of modern industry to be? To be happy, though working, a person has naturally to have a minimum of security. But a sense of security is not what stimulates an individual to extra effort or more precise craftsmanship. There must be more than that, considerably more, although the wise factory owner will not settle for less.

The "something more" is summed up by Professor Douglas MacGregor of M.I.T. and other academic authorities as "participation, partnership and sense of responsibility." Participation and partnership mean, to use more vulgar and forceful terms, that one is in on the "take," in on the adventure and in on the decisions. The sense of responsibility has more tricky ingredients, but it arises from a condition where participation and partnership imply sharing in authority. Obviously a sense of craftsmanship, of hav-

CONTINUED ON PAGE 103

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The Season to be Jolly

Christmas again... the wreaths, the tree, the shopping, the presents, the joy.

Pacific Mills wishes you a very merry Christmas and all good things in the new year!

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Reliance Ensenadas are *standout values* . . . combining fashion with expert tailoring and fine fabrics. So completely *new* no stores have full selections as yet. But more will be on the way as soon as is humanly possible. So keep looking for them . . . because when you Rely on Reliance you'll discover that fine men's wear need *not* be expensive!



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ing an intelligible and nonfatiguing relation to the finished product of an industry, increases the sense of participation and responsibility. But in factories that are inexorably chained to an extreme specialization and to the rigidly repetitive actions required by the moving belt, the sense of craftsmanship cannot always be allowed full scope. No doubt something could be done in even the most fully mechanized plant toward rotating a worker from hour to hour in different jobs, but even though this might have a salutary effect on the fatigue curves it would probably fail to evoke a fully satisfying sense of creation.

In the plant of Cecil Adamson in East Palestine, however, the sense of over-all craftsmanship has come back into existence; the workers, in their zeal to speed production, have taken on a Jack-of-all-trades mentality and are willing to help out by lending a hand at any stage of the production of a tank. The "sense of participation" is there obviously: participation in profits, participation in shop decisions through the Production Committee. And the "partnership" is just as obvious: the profit-sharing is of "right," not of paternalistic decision at the end of the year after the stockholders have first been satisfied. As for the "sense of responsibility," all of the Adamson force feel responsible to each other and for the future of the business as a whole.

Since the Adamson Co. fits so well into their definitions, the M.I.T. professors have been making their pilgrimages to East Palestine with all the zeal shown by a Professor Lynd in tracking down the customs and morals of a Middletown. But as the professors have been moving into East Palestine, Cecil Adamson and his union alter ego Joe Scanlon have been moving out. Together they have a mission: they wish to convert a big employer with progressive ideas to the Adamson scheme, someone like young Henry Ford.

The professors who visit Cecil Adamson file a few caveats when it comes to offering union-blessed profit-sharing as a universal panacea. It does very nicely for Adamson, for 1) his company is a stable unit in a field where the demand is relatively predictable and 2) the happiness of his labor force is the key to his profits. (In other types of industry profits may depend more on styling, foresight about inventory accumulation, sales imagination, advertising or engineering—in which case the happiness and efficiency of shop labor may be somewhat beside the point.) Moreover, Adamson has only one union local with which to deal. Where two or three union locals share the organizing rights in a given company —in a Hollywood studio or a contracting firm or a newspaper plant —craft jealousies would ordinarily prevent carpenters, say, from lending a hand to electricians, or writers from filling in for composing-room workers. Jurisdictional rights do not permit the sort of cooperative efficiency and the occasional doubling-up or substitution that are needed to make the Adamson idea work.

Beyond this, the corporate form of organization entails psychological difficulties when it comes to finding the correct formula for sharing profits and making people happy though working. Stockholders are notoriously passive, but they might object rather strenuously to a 50–50 split of the time-honored "rewards of risk" with the labor force. And the very suggestion of even-Stephen sharing of profits might have a pervasively discouraging effect on a corporation's prospects for new financing. Cecil Adamson is not impressed with such arguments, for he insists that a new statistical world opens once you have discovered the proper integrating factor for an industry. To the argument that most companies have never made enough to cut a profit-sharing melon amounting to more than $50 or $75 a year per worker, Adamson opposes his own astounding experience. Even so, a vast increase in the efficiency of, say, General Motors, might not lead to anything like a 40% increase in the worker's income, for the consumer would be in there insisting that the price of a new car should come down.

However, even though Adamson may misjudge the uses of his formula so far as General Motors or U.S. Steel is concerned, he may have something for the many partnerships and family-owned businesses that still dot the nation. The argument that the profit possibilities outside of the welded-tank industry are not exactly wonderful need not deter anybody who wishes to imitate Adamson. For, judged by the 1942–44 figures, there wasn't much profit to share in East Palestine, either. There was a good living for Adamson, all right; and there was a lot of union grumbling. Today, if it weren't for taxes, Adamson would have doubled his living; and as for union meetings in East Palestine, they have become good excuses for a night out to drink beer. Adamson may have no universal panacea by the tail, but in this year of strikes one might be pardoned for thinking East Palestine is at least somewhere in the general direction of the New Jerusalem we are all seeking.



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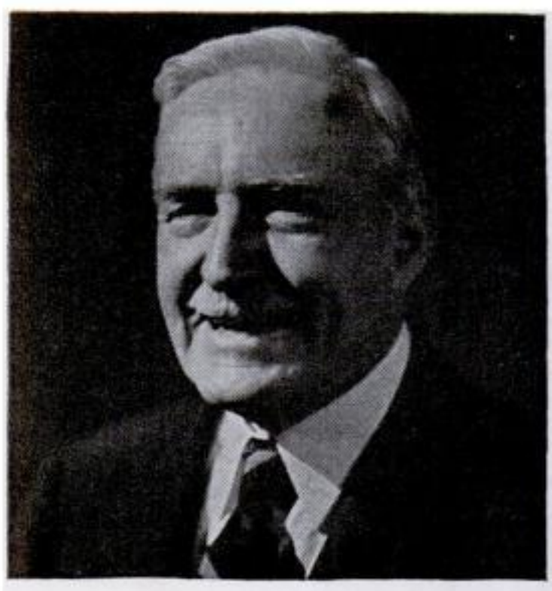
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"MY HEART IT IS SO SORE," sings Victor Jory as the amorous King Henry VIII, while courting Anne Bullen in Shakespeare's play. Both the words and music to this sad song were actually written by King Henry. Britain's most musical monarch, Henry VIII composed other ditties which became song hits around his palace.

"HENRY VIII"

American Repertory Theatre opens with rich Shakespeare production

For years U.S. theater lovers have campaigned for a repertory company that would present fine plays, both on Broadway and on tour. Last month the campaign began to pay off when the American Repertory Theatre, having raised $300,000 in backing, made its New York bow. Headed by such reliable actors as Eva Le Gallienne, Walter Hampden, Ernest Truex, Victor Jory and Richard Waring, the group put on Shakespeare, Ibsen, Barrie and later, as a sharp sauce to a heavy meal, a comedy by Shaw. Vigorous and theater-wise, the new troupe looked like a valuable addition to the U.S. stage.

So far its most ambitious show has been *Henry VIII*, written around 1612 jointly by Shakespeare and an unidentified collaborator (possibly Fletcher). As a play *Henry VIII* is no masterpiece, but under the brisk direction of Margaret Webster it emerges as a handsome pageant depicting a crucial time in Britain's history when the loves of a hot-blooded king helped create a great nation.

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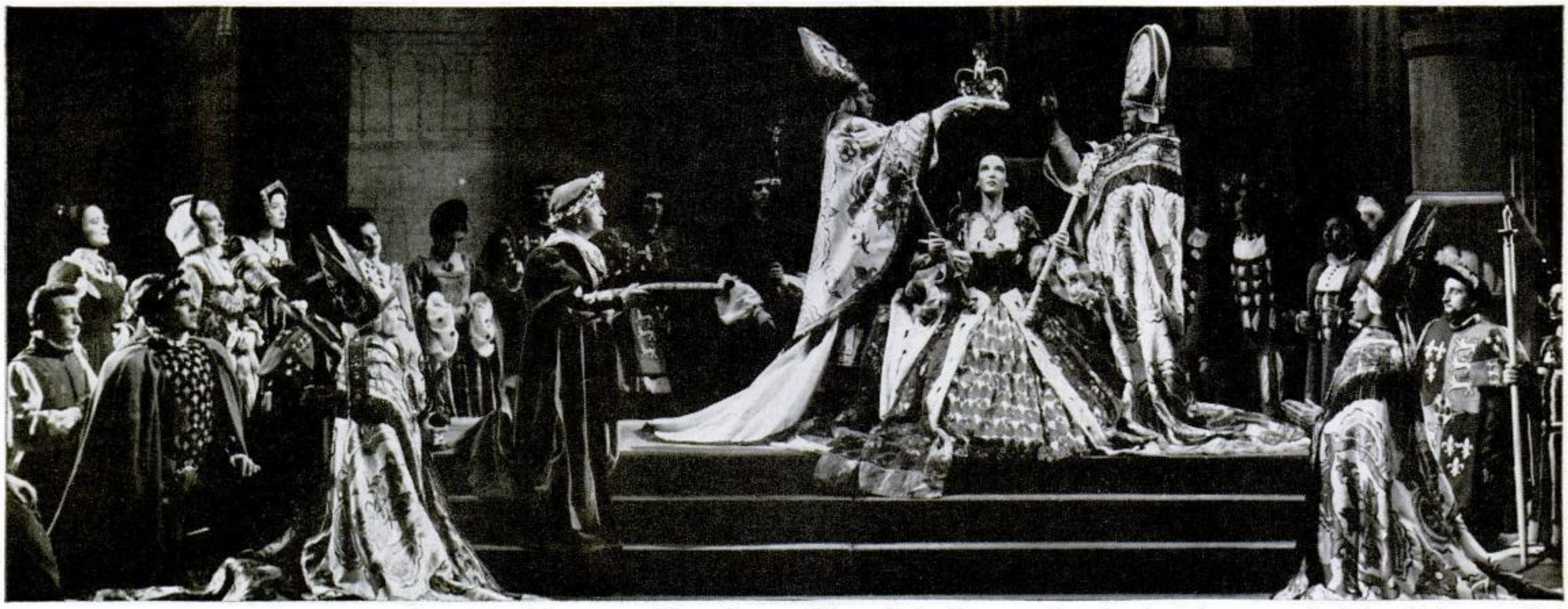
HENRY VIII, enthroned beside his first wife, Katharine (Eva Le Gallienne), holds court about 1520. The aggressive young king is being hoodwinked by Cardinal Wolsey (Walter Hampden, *seated*), who plays politics for his own gain. Here Wolsey's henchman poison Henry's mind about an innocent man who is the cardinal's foe.



HENRY'S SWEETHEART is Anne Bullen (June Duprez), better known as Anne Boleyn. Henry cries, " . . . I were unmannerly, to take you out, and not to kiss you."



HENRY'S WIFE pleads with him not to cast her off. Henry conveniently decides that he is not legally married to her because Katharine was the widow of his brother.



HENRY'S NEW QUEEN, Anne, is crowned in 1533 in Westminster Abbey. Three years later Henry had Anne beheaded after she had borne his child, Elizabeth, who later became England's queen. Henry's unbridled passions, which brought him a total of six wives, also precipitated the break between England and the Church of Rome.

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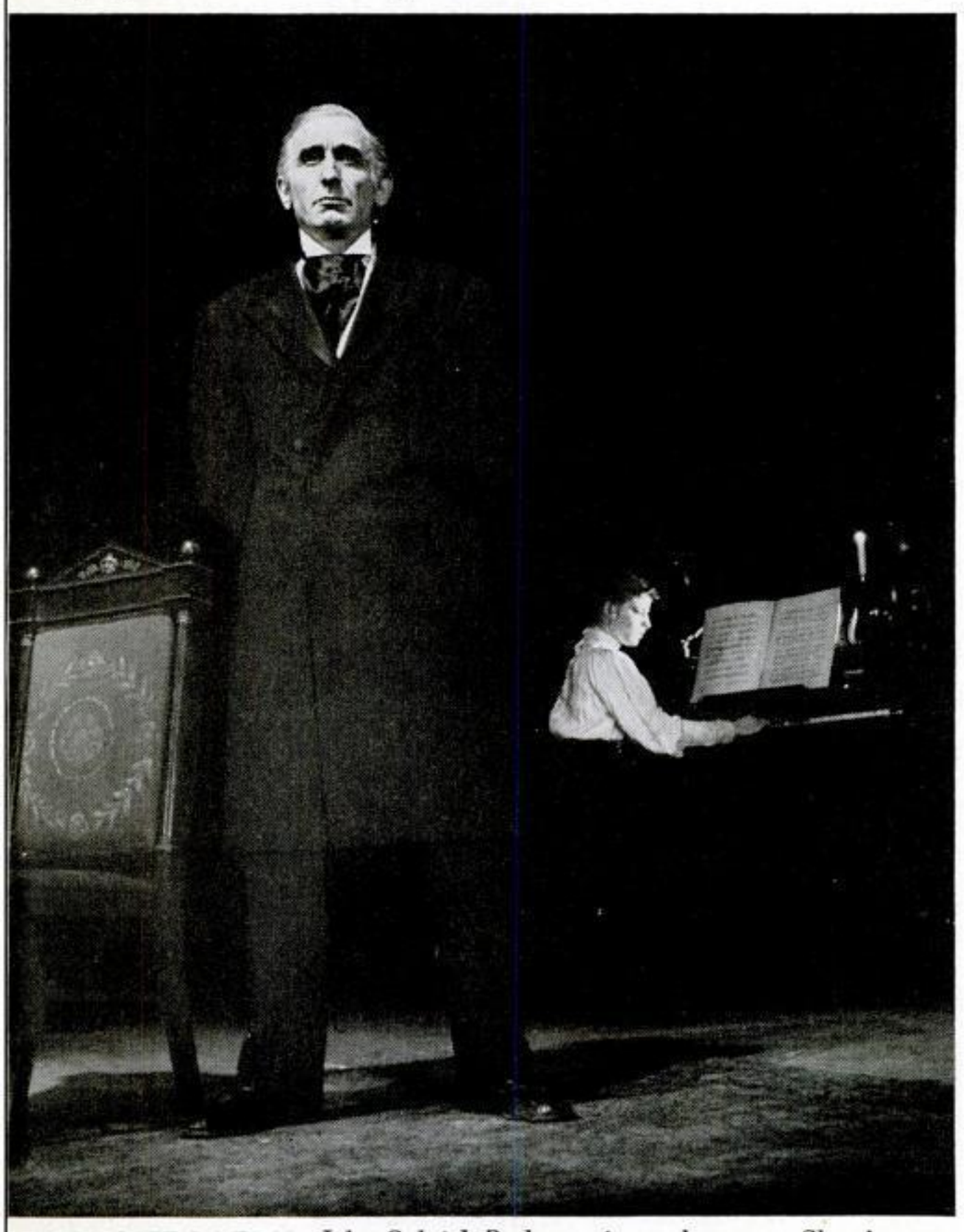
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TROUPE GIVES GAY SHAW, SOMBER IBSEN



SHAW'S COMEDY, *Androcles and the Lion*, begins when Ernest Truex as a gentle tailor, Androcles, befriends a wounded lion. Later this new friend saves "Andy's" life when he is tossed to the lions in a Roman arena. This charming short play about Christian martyrs is seldom seen on the commercial stage.

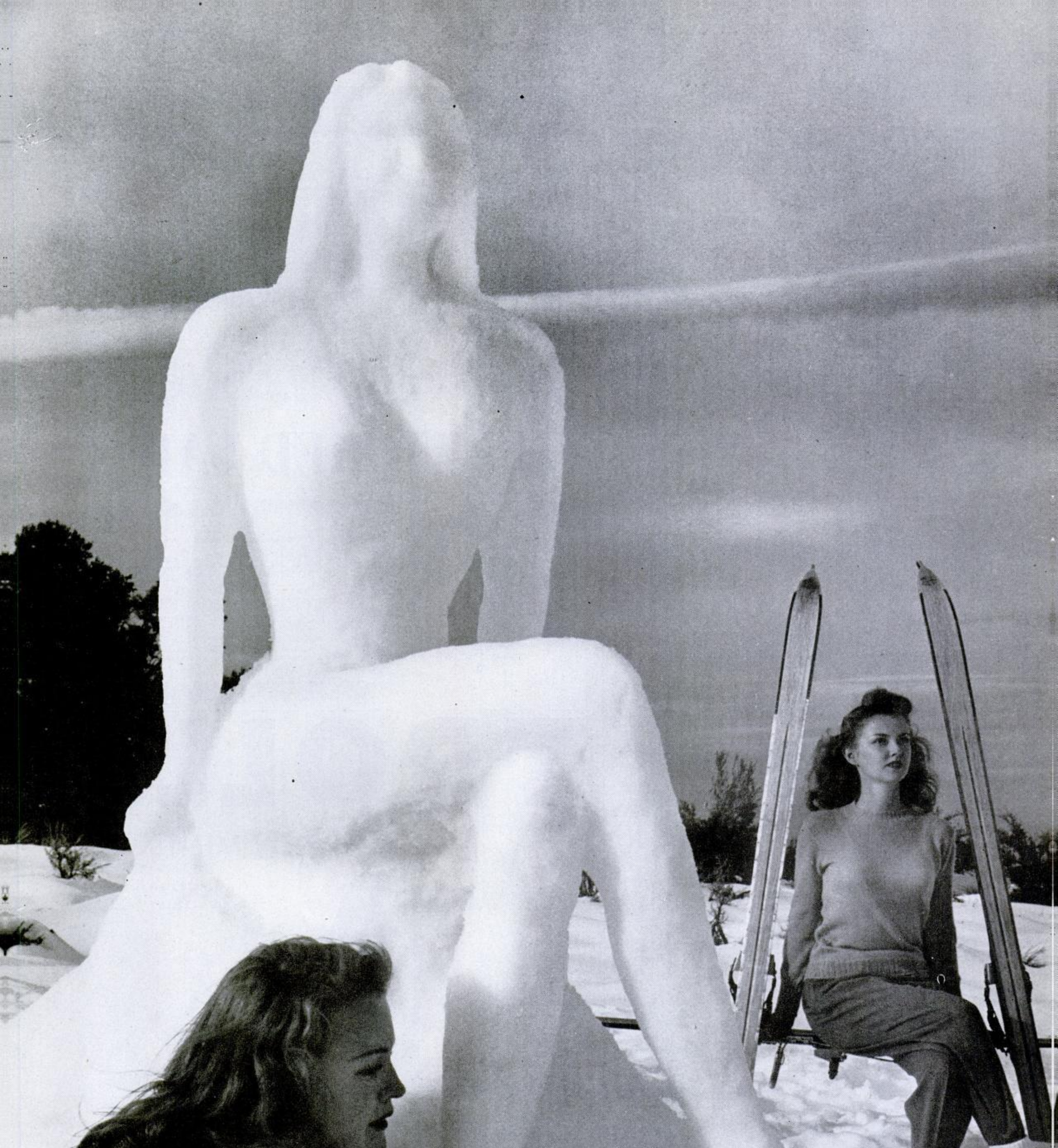


IBSEN'S TRAGEDY, *John Gabriel Borkman*, is as gloomy as Shaw's comedy is gay and gives the new repertory company a chance to prove its versatility. As shown above, Victor Jory plays Borkman, an ex-banker, whose greed has brought him to disgrace. His main solace is listening to sad piano music.





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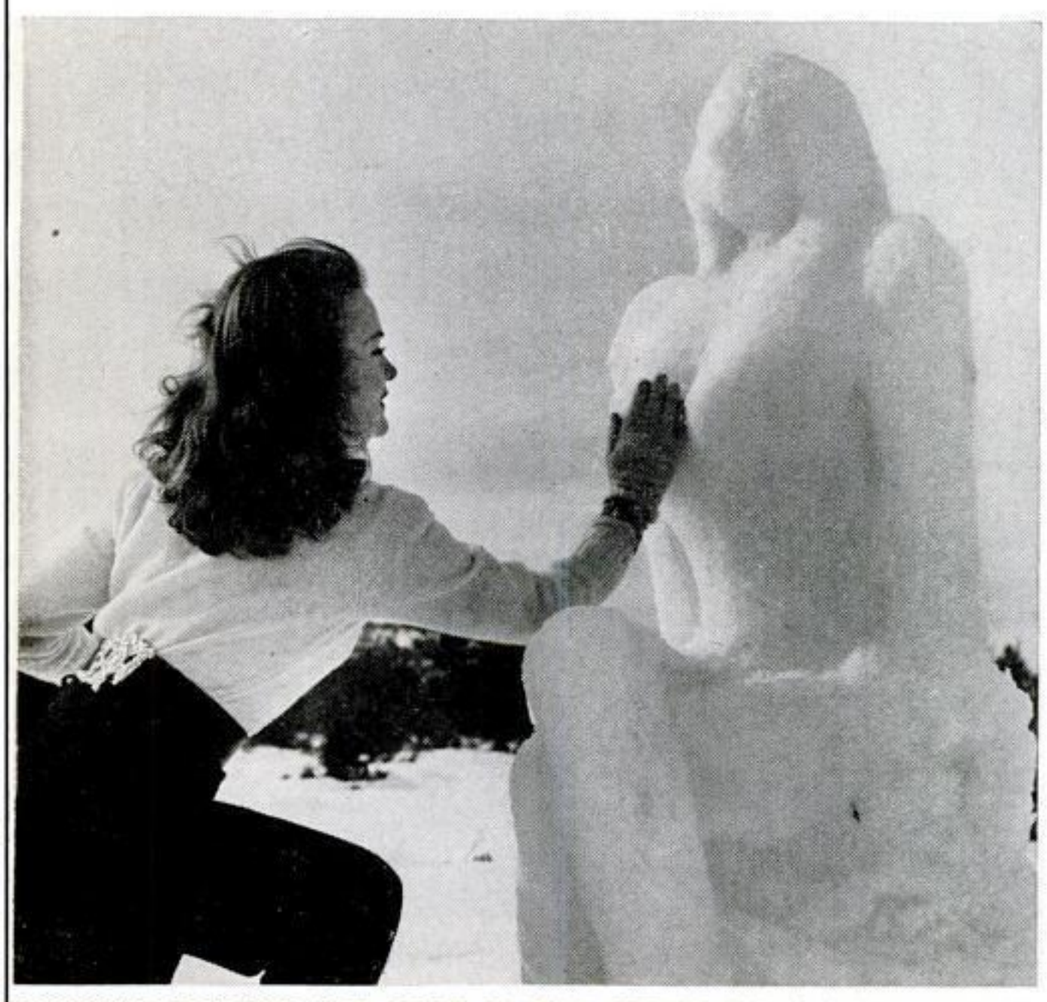


DOROTHY HART (LEFT) AND LILLIAN WELLS ROLL UP SNOW FOR STATUE

Movie Sculptress Molds a Snow Maid

Starlet Dorothy Hart salutes winter's arrival with an unconventional version of the snow man

Every year with the first heavy snowfall the nation's backyards fill with thousands of mittened moppets who welcome winter by creating pudgy, coal-eyed snow men. Last month Hollywood ushered in the season with its own version of that homely symbol. To execute its "snow man" it called on Dorothy Hart, a promising actress who also has a studio reputation as a sculptress. Miss Hart and Starlet Lillian Wells made a trip to the nearby San Bernardino Mountains where they showed LIFE's Photographer Ralph Crane how to make a major production of a snow figure. On a slope where the snow was sticky enough to be molded they rolled up big balls to form the figure's base (*see above*). Then Lillian posed with a pair of skis while Dorothy fashioned an icy likeness of her. The result (*see opposite page*) took two and a half hours to finish and proved that there are few Hollywood snow sculptresses better than Dorothy. When they were through the girls smashed the statue (*right above*) with childlike glee. Then, having put their official stamp on winter, they returned to the serious business of making pictures.



FINISHING TOUCHES ARE MADE ON THE STATUE BY SCULPTRESS HART

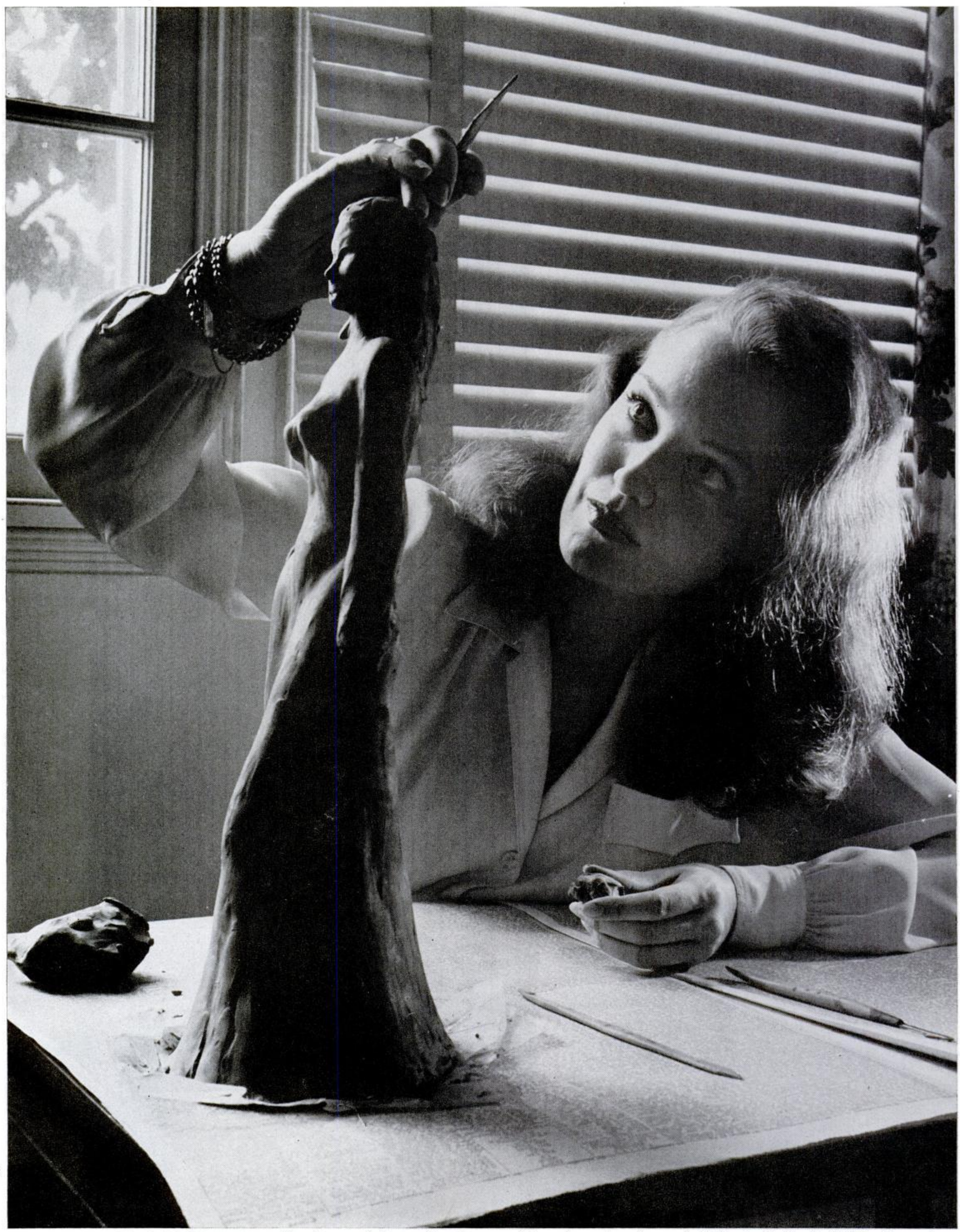


THE STATUE IS DESTROYED (*above*) as Miss Hart knocks off the head with one vigorous swipe of her ski pole and Miss Wells cheers the annihilation of her own image. Then, using the statue like a tintype photographer's prop (*below*), the grinning sculptress substitutes her own head.



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DOROTHY HART MODELS IN CLAY as well as in snow. In her small studio (*above*) she works on a figure of herself as the well-proportioned heroine of *The Gun Fighters*, a western thriller she recently finished for Columbia Pictures. She has been studying sculpture since she attended high school in Cleveland, Ohio. After graduating from Western Reserve University she worked for a dentist, sold jewelry and finally won a national "cover girl" contest which landed her a Hollywood contract.

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